INTRODUCING COLUMBIA CHECK SEPARATOR

INTRODUCTION of the new CHECK SEPARATOR model of COLUMBIA represents a brilliant achievement of the Groetchen Engineering Staff whose ingenuity has already given so many mechanical marvels to the coin machine industry.

Two years of incessant development work, backed by the expenditure of tremendous sums of money have resulted in the production of a Check Separator Bell which seems almost human in its uncanny performance.

Imagine, if you will, a coin chute which will handle four different sizes of coins and checks, an ESCALATOR which will transport with equal facility Dimes, Pennies, Nickels or Quarters, adjusting itself automatically to the various diameters of these coins, and finally the CHECK SEPARATOR mechanism itself which will separate coins of four different sizes from their equivalent checks.

As an operator you are particularly interested in knowing that this ingenious mechanism has been so simplified that a child could perform the change from nickels to other coins.

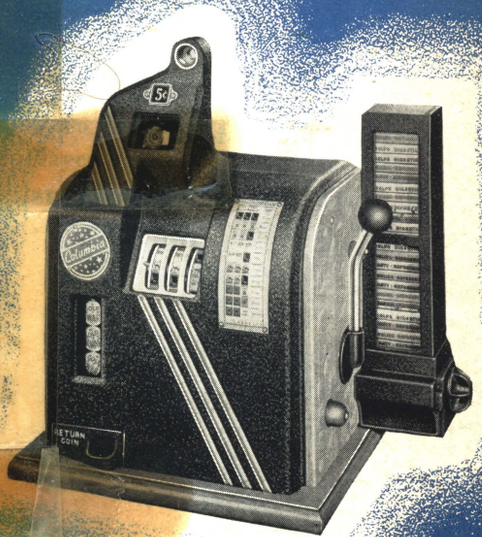
Of equal simplicity are the adjustments for payout or no-pay on checks, for operation as a straight cash machine, for the vending of Mints on coins only, etc.

SLUG PROOFING has been brought to a new height of perfection because only the last coin played is shown; all previous coins immediately drop into the rotary coin magazine, where the last coins played are first in line for payout on a winning Combination.

COLUMBIA is superior in its slug rejection to any other Bell; its collections are not watered by slugs but represent the highest known percentage of good United States cash money.

COLUMBIA CHECK SEPARATOR Model is supplied as Jackpot machine or as the GOLD AWARD Bell, with Fruit Reels or Cigarette Reels.

Side Mint Vender can be supplied in two sizes, accommodating 16 or 32 rolls respectively.



NEW PACKAGE CHEWING GUM VENDER

Vending of regulation size 5-stick package of Gum brings a greater measure of player satisfaction. Vender holds 54 packages of Gum, arranged in double column. Good quality Gum can be secured through us at very attractive prices.

A Sweeping Success

COLUMBIA Jackpot Bell

Within two short years Columbia Bell has fought its way to the top of Bell machine popularity; today thousands of pleased operators admit with frank admiration that Columbia has set an entirely new style in Bell machine construction, and this new design has proven its superiority in a smashing sales success never equalled before.

To you — this can mean only one thing: Before you buy any new Bell, make a point-for-point comparison with Columbia, check feature with feature, and discover for yourself why thousands of operators have changed away from the old-type conventional Bell to the thrilling new Columbias.

Territory after territory has been opened to Columbia, here are some of the reasons:

1 Columbia has amply demonstrated its great earning capacity; its ability to get the play side by side with any other Bell.

2 Rugged Compactness makes it ideal for operation in restricted territory; its silent operation is appreciated where discretion is necessary.

3 Columbia is a favorite with the public; beautiful, trim lines, easy playing action, fast spinning, lively reels, flashy Jackpots get the players lined up. Pays out smoothly on the 3-5-10-14-18-20 Mystery Combinations; double Jackpots pay alternatingly, refill automatically.

4 Columbia can be converted from Nickels to Quarters, Dimes or Pennies—right on location. You get service of four machines for the price of one.

5 Coins played last are paid out first, after having passed through visible escalator, giving you complete slug protection.

6 Columbia is precision built, every step of its production supervised by experienced tool engineers; it sets new wear endurance records. Backed by a Factory Guarantee which gives you real protection.

With all these qualifications, Columbia is reasonably priced, therefore we repeat:

BEFORE YOU BUY

Compare with Columbia

COLUMBIA

Gold Award

CIGARETTE BELL

Hundreds of operators were interviewed by us

with CONCEALED PAYOUT

in an effort to develop a Bell which could be operated safely under the most difficult conditions.

Their practical suggestions were incorporated in this new "Concealed Rear Payout" model of our Columbia Bell, operating as follows:

Instead of the customary Bell Fruit Combinations, its reels have the well known Cigarette Symbols; reward card reads 1-2-3-4-5-7 Packs of Cigarettes, based on Nickel play.

No rewards of any kind are paid out in front, but such rewards are directed into a locked cash compartment, built into the rear steel door.

Player Receives Merchandise Awards

When the player lines up a winning combination, he receives packs of cigarettes from the location.

Location in turn can reimburse himself for such rewards from this special locked compartment, for which he has the key.

Surplus coins still go into the separate operator's cashbox, whose contents are divided between operator and location.

Gold Award Fascinates Players

When Reels line up on Jackpot combination (Three Wings) Player receives in addition to 7 packs of Cigarettes a large Gold Award Token, usually redeemed at $3.00 cash value.

Because Gold Award magazine holds six tokens, there will be at least three tokens on display, even after Gold Award has been won three times. This represents an ideal, "ever-full" Jackpot, the best come-on for sustained play.

CONVERTIBILITY

At any desired time, payout in front can be restored by turning a certain valve in the coin discharge tube.

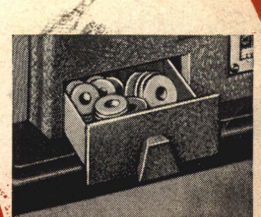
Reel strips can be changed from cigarette symbols to fruit symbols, employing the novel 3-6-9-12-15-21 rewards and gold award payout.

Change to Other Coins

While operated primarily on Nickels, this special Columbia can be converted instantly to straight Dime, Quarter or Penny play, necessary conversion parts are included in machine.

Pull Cash Drawer Optional

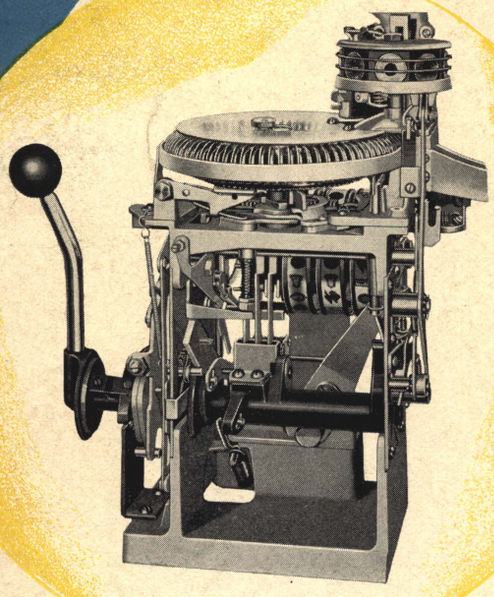
This concealed payout model of Columbia may be had with a small coin return cup in front, for the return of bent or mutilated coins.



As an alternative, you may obtain this Bell with the Pull Cash drawer illustrated, especially helpful when machine is converted to front payout, yet discretion wants to be maintained.

COLUMBIA

Features



Columbia is a fully automatic payout Bell or Side Vender, with Double Jackpots or Gold Award Vender. Its surprising, ingenious simplicity of construction, achieved by full utilization of cam action movements, assures positive action at all times, results in completely silent operation.

Columbia has no coin tubes or slides; instead coins are stored and carried in a horizontal wheel-type magazine with 80 partitions; coins standing on edge within individual compartments. No coin touches the next one, worn coins work equally as well as coins fresh from the mint. Positively correct number of coins paid out every time.

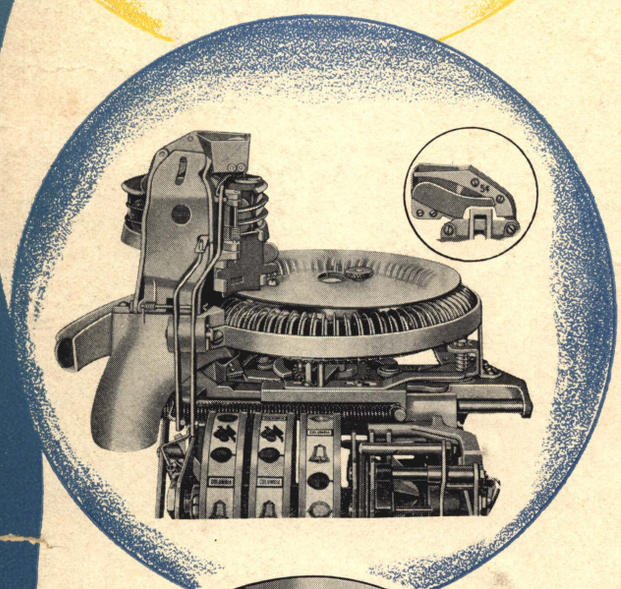
Method of Operation:

Coins are inserted through gooseneck coin chute where they are checked for correct size; after releasing mechanism for play, they drop into rotary escalator which shows last six coins played at all times. From last station in escalator, coins drop into the 80 station rotary coin magazine. At each play this coin magazine moves one notch to the right, whenever there is a payout, it moves a corresponding number of notches to the left, and the correct number of coins is ejected into the payout funnel by a cam.

Once the coin magazine is completely filled (80 coins), the coins overflow into the Jackpot loading chute which keeps both Jackpots loaded, a certain percentage of coins go into cash box while Jackpots are being loaded; once Jackpots are full, all coins go into cash box.

Each Columbia plays Pennies, Nickels, Dimes and Quarters Change from one kind of coin to another can be made right on location, within less than five minutes.

Only two parts are required to make change from one coin to another, no experience is required.



Columbia Gives Positive Protection Against Slugs

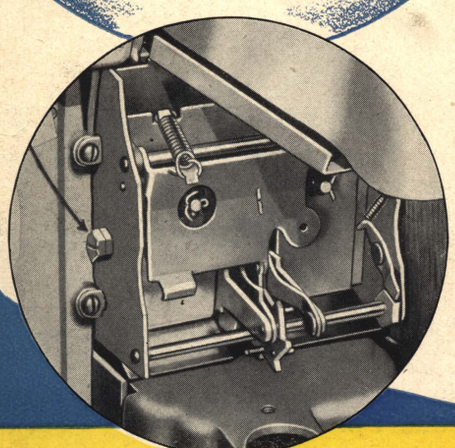
Columbia pays out first the coins which have been inserted last, after they have passed thru escalator. This means that any player who plays slugs in Columbia and hits a winner, is paid in his own slugs. Just like paying from the "top of the tube" in other make Bells. Figure the extra profits from slug elimination alone.

Double Jackpots Pay Alternatingly

Columbia has two flashy Jackpots side by side. Jackpots pay alternatingly left and right; reload automatically.

Jackpot capacity adjustable.

Because Jackpots on Columbia may be loaded with Dimes or Quarters, Nickels or Pennies, they are adjustable in capacity, simply turn hexagon nut shown in illustration. Top capacity: 40 Quarters, 60 Nickels or 100 Dimes each side. Contents of Jackpot paid in addition to 20 payout from magazine, on three bar combination.



Foreign Coins

Columbia can be operated with 3d, 6d, 1 shilling, 1 franc, or any coin no larger than 26 m/m diameter.

RUGGED STRENGTH

Columbia is built strong enough to withstand the grip of a prize fighter; its mechanism is protected against rough play by safety ratchets and specially constructed slip clutch on handle.

Players, especially Ladies, like the easy action of the gearshift type handle, the non-tiring, swift play, which keeps Columbia in operation hour after hour.

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GROETCHEN TOOL COMPANY

126 NORTH UNION STREET **CHICAGO, U. S. A.**

CABLE ADDRESS—GROETCHEN, CHICAGO

Some Points of Psychology to Remember in Locating Machines

By J. E. CLINTON
District Representative for Canteen Co. in Denver—As Told to MORTON SANDERS

A knowledge of human psychology is an invaluable asset in successfully locating vending machines of any type. If you can determine how your prospective customers think and act, you can get a good idea as to when and where they'll put money in your machines.

Our experience with theater locations gives an idea of what I am talking about. We've discovered that the type of picture shown has a very direct bearing on the amount of candy that will be sold during any week. In fact, we can gauge the number of times a week a location will need to be serviced by seeing the picture. Some pictures attract people who buy candy. Others don't.

Oftentimes, a show playing to a packed house won't sell hardly any candy. Again, a machine will be practically cleaned out during a performance when the attendance is very small.

It's difficult to put your finger on exactly what element in a picture attracts candy buyers. I couldn't say that the people who attend Western pictures or crime stories or love films are candy buyers. But, with practice, it is possible to tell what individual films will draw business and what ones won't. Of course, any theater runs a variety of bills over a period of time so there are bound to be ups and downs in sales but we do try to pick locations where candy selling films predominate.

A location directly in front of the doorway is usually the best spot in a theater but it is often impossible to get because that space is very valuable for theater advertising posters. So, we usually compromise by taking locations on either side of the entrance.

In any public building such as a theater where crowds throng in and out at one time—such as at the beginning or end of a show—it is also wise to place machines where people can use them without blocking traffic. I have in mind one very good theater where we have two machines, both located on stairway landings to the balcony. The landings are wide enough to permit people stopping to buy candy without holding up those behind—going either in or out.

One reason why theater locations are good is the fact that people sitting for long periods are inclined to become nervous and want something to occupy their hands. Candy serves that purpose. The average person wouldn't realize that this element enters into his desire for candy during a show but nevertheless, it's something for the operator to consider.

Hard Working Men Good Prospects

Another thing to consider is the fact that the harder people work, the more candy they are likely to eat during business hours. The large amounts of energy they burn up require replacement with sweets. For that reason, shop men and others who do heavy work are excellent prospects.

Yet, that doesn't always apply. There are some people occupied at hard physical tasks who can't or don't want to eat candy—for one reason or another. Take chorus girls for example. We found that they eat very little candy—apparently because their business requires trim figures and they fear candy will add too much poundage. Those girls work very hard and usually come off the stage pretty much exhausted. Certainly they want to eat candy—but they can't. We had one machine backstage in a theater where there was a chorus line of 10 girls and 8 stagehands and it didn't take in hardly anything.

Attitude of Employers

Then, again, the attitude of employers sometimes enters into the picture. We have done a good deal of experimenting with laundry locations and in a number of cases have found them excellent spots. In others, they are worth very little.

Laundry girls work hard in hot, humid rooms. They obviously burn up a good deal of energy and so **should** be good candy buyers—and they usually are if given a chance. But, there are some employers who feel that if allowed to eat on the job, they will waste too much time and so won't permit use of locations right in the production rooms. We first get at the attitude of the company head on this point and then go into it with the foreman. There are the cases where the executive against eating during working hours but the foreman, through practical experience, has found it gives the girls renewed energy and work more effeciently. In the latter instance, the location may be very good in spite of the owner's attitude.

Laundry drivers are often good candy buyers. If they prove to be good patrons of a machine in an individual laundry, it can be placed where they will use it and also the plant girls when they are off duty.

There are a number of interesting points of psychology to consider in using department store locations. In some cases, they may be very good and in other cases, very bad.

Our company has machines in Sears-Roebuck and Montgomery Ward stores on a national basis. Here in Denver, we have used only employee room locations. They have proved more profitable here than public sales room locations. In some cities, both types of locations are profitable. Canteen also operates machines throughout the Marshall Field store in Chicago—and I understand quite profitably.

What accounts for the differences between cities in these store locations. My observation has been this. In a city the size of Denver, store owners who agree to placing machines are inclined to demand more machines than are justified by the traffic through those stores. In a larger city where store traffic is very heavy, more machines per store are justified.

The psychology of the store owner on this point is one of fear—although with little justification. He is afraid that if you place machines in only a few departments, people waiting for service in other departments will see the machines, go to them to buy and forget to come back for their store purchase.

Smaller town stores where the management is satisfied with one machine are often good locations. We have quite a number in places such as the J. C. Penny stores in smaller towns.

We have overcome the fear that machines in department stores will interfere with the business of candy

drug departments. We have one location where machines were doing $400 worth of business in one store and the candy department volume jumped better than 30 per cent shortly after they were put in.

In the sales rooms of any department store, it is necessary to study traffic flow to find the best locations. In some cases, one department is especially good and in others—due to different arrangement—it is absolutely no good. Individual study is the only solution. No rule can be set here.

NEW CHUCK-A-LETTE HAS PERFECTED COIN HEAD

Chicago.—"We built Chuck-A-Lette with the advance knowledge that its playing principle was perfect, that it had the ultimate you could desire in player appeal," said Mort Duff of the Exhibit Supply Company, "a year and a half was spent in perfecting it.

"Now we are beginning deliveries on a greater, faster, even more profitable new Chuck-A-Lette and Jockey Club with the added feature of a drop head chute, safety clutch controlled. We had hesitated to put on this chute until we could perfect the 'safety clutch' and preclude the possibility of the starter lever breaking as on some other machines and prevent the usual jamming. We have now been successful in eliminating these objections and can definitely promise operators perfect operation.

"The drop-head chute on Chuck-A-Lette shows last coins played and selections made—prevents illegitimate hand payouts and puts an end to slugging. The safety clutch is so arranged that it is impossible to break the starter lever and coins can't jam.

"Here is a real advance in coin chute equipment and I believe it will go along with Chuck-A-Lette to the great heights that only a 'perfected' game can go."

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BUMPER BRINGS BACK "GOOD OLD DAYS"

That thousands of Bumper games are being operated without awards of any kind, is the conclusion drawn from data obtained by Jim Buckley, general sales manager of Bally Manufacturing Company, makers of the popular, pockletless novelty machine.

"Bally's Bumper sensation," Jim stated, "has turned back the calendar to the 'good old days' of Ballyhoo when 90 per cent of the games were operated without skill awards. And, of course, Bumper's earning power is far in excess of Ballyhoo's. For example, I have on my desk a wire from a well-known Texas distributor reporting a Bumper earning $150.00 the first week without awards of any kind.

"It was this wire that prompted me to check up on Bumper operations in all parts of the country. I find that eight out of ten Bumpers are operating on this basis—and earning big money too. People get a real kick out of watching the ball bounce from one giant coil spring to another and they play the machine just for the fun of it. Because of Bumper's powerful amusement appeal, it is being welcomed into countless locations which haven't had games for years. Likewise, much new territory is now being opened to Bumper operation, because there can be no question about the machine's amusement appeal. It's just one of those ideas that comes along once in a blue moon and takes the public's fancy to such an extent that awards are superfluous—and every nickel played is pure profit to the operator and location."

SUMSKY NEW ASSISTANT MANAGER OF MARKEPP IN CLEVELAND

A recently announced promotion made Meyer Sumsky assistant manager of the Markepp Company's Cleveland branch.

Sumsky has been with the Markepp Company ever since it started and will have full charge of the used game division. Markepp's used game business has increased to a point where it is advisable to put an experienced man in complete charge, according to E. M. Marley, sales manager.

Sumsky started the Markepp parts department, which today is the largest between Chicago and New York, and his promotion comes as a deserved reward for his good work.

SOUTHWEST OPS TO ORGANIZE AGAINST THIEVES

Notice received from Mr. Morris Gottlieb of the National Sales and Distributing Company, Dallas, Texas, calls attention to an announcement of interest to all operators of slot machines in the Southwest.

All operators who wish to join an organization, the sole purpose of which is to find a way and method of getting rid of thieves who are molesting machines in this territory, are asked to write immediately to Mr. M. Gottlieb, 3136 San Jacinto Street, Dallas, Texas.

A meeting is scheduled for the very near future and plans are to be arranged for a permanent national organization.

Get this news to all interested in the proposed organization, and plan to attend.

BUCKLEY'S HODGE HODGSON WRITES ARTICLE FOR "WORLD'S FAIR"

L. V. "Hodge" Hodgson, Buckley's London, England, representative, recently wrote an article for the "World's Fair," giving his views of the Englishman, his home life, his business manners, the fascination of London, etc. Quite a nice honor extended to this enterprising American.

Announcements were sent to all interested in the Buckley line of cranes and pin tables to visit Mr. Hodgson in his suite at the Strand Palace, Strand, London, England. Mr. Hodgson is attending his second Coin-operated Machine Exhibition in London to assist the British-American Novelty Co., Ltd., and the Goddard Novelty Co., Ltd., in demonstrating Buckley's products.

After expressing many pleasant and complimentary thoughts upon the manners and co-operative spirit of the Englishmen, Mr. Hodgson closes his interesting story with "And now, in closing this rather rambling recital, may I be permitted to add that I think your 'pubs' are swell, your women cute, and your London policemen—yes, you're right—'wonderful.'"

Getting along with others is the essence of getting ahead, success being linked with co-operation.

MAKE USE OF AVAILABLE MATERIAL

By ERNEST W. FAIR

Most business men think of their public libraries as vast storehouses of fiction and technical books for high schools and colleges. This may have been true a few years ago; but today practically every public library has become a service institution of the city's business men as well as filling its former purposes.

But few business men realize how their public library can be used to help them in their individual business problems.

The chief role of the public library in its service to the coin machine operator is of course as a service institution to supply business and technical information. Ten years ago the average public library carried in its files but one or two business journals; today scores are posted on the racks every month. If an operator wishes to know what some competing trade is doing; if he wishes information about his sources of supply or about legal problems in other sections of the country; the public librarian is willing and ready to help him secure this information from the library's vast store of pamphlets, magazines and books.

Records of current and past market prices, possible markets in the local and state territory, and sources of essential materials and supplies are all available at the average public library. A variety of important single facts, miscellaneous in nature but vital to business, may be discovered as the need will arise.

Addresses of manufacturers from whom to order supplies, fixtures, machinery or materials not listed in the trade journals; addresses of individuals whom he may wish to contact, and similar names, are instantly available. So also may one obtain data on other firms in the field for purposes of comparison. The type of community in other parts of the county or state may also be ascertained.

The public libraries offer the coin machine operator a source for almost any information he may need in an emergency; when he may not have time to write for it or secure it from a distant source.

Every business man, when confronted with the need for specific information, may well call his public library and ask if such material is available. Generally he need not even do his own research work for this material as trained attendants are ready to perform this service on request.

PERMO PRODUCTS COMPANY CONDUCTS EXPERT EXPERIMENTAL LABORATORY

Paraphrasing an old saying, "Perfection requires a capacity for taking pains."

In the minds and souls of the members of the entire Permo Products Company staff, from shipping clerk to Art Olson, chief of the organization, this phrase burns brightly as a beacon, inspiring them to "production of perfection." This is the inspiration that has brought forth, from the sweat of experience and the rack of research, the Permo Point needle, the greatest development in the history of phonograph operation, according to Art.

"Experiments belong in the laboratory, not on operators' locations," said Art in a recent interview. "Before we released Permo Point, it had to meet the rigid tests we designed for it, tests that were planned to reveal any possible defect that previous experience had brought out in other needles. These tests led to the design and perfection of our patented elliptical point. Tempered to the hardness of sapphire, one of the hardest substances known, Permo Point gives an operator a better than even break. Now he can stop worrying about record replacements, for our needle will give his location patrons 2,000 perfect songs, flawless in their reproduction, and true and clear in any volume produced by the phonograph. More plays—longer record life. Longer record life means economy, and what that means to any business man goes without saying. That the leading manufacturers and distributors use and endorse Permo Point almost exclusively is a strong indication that our product is approaching perfection.

Staffed by the outstanding metallurgists of the country, Permo Laboratories are continuing experiments for the purpose of bringing phono needles to even greater perfection.

Many a man has been cleaned, prattles this pretty, by a girl who knew how to use soft soap.

Every egotist who does not possess a sense of humor should have this Eastern saying in big letters on the wall before him: "Any shrine is better than self worship."

NOTE CORRECTION

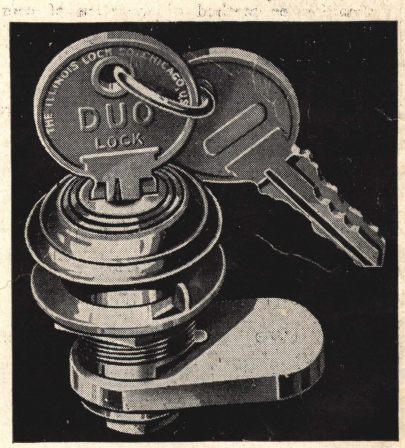
"Woe is us"—another typographical error slipped through our fingers in the March issue of AUTOMATIC WORLD.

On page 32 in the cut lines under the Rock-O-Ball picture, we unfortunately have an extra cipher after the decimal point. It should have read, "Rock-Ola Rock-O-Ball has taken in a gross of from $34.80 (minimum) to over $100.00, on several occasions."

MARCUS SAYS BUSINESS GOOD

Ohio operators are enjoying a real boom through the new novelty games, according to M. M. Marcus, general manager of the Markepp Company, leading distributors of this state. Marcus just returned from a swing around the different branches of his concern.

The new Bumper coil spring type of game has certainly struck the public fancy. Players all over are demanding games of this type that can be played for skill alone, and even the most hide-bound pay table operators were forced by the demand to put out novelty games, said Marcus.



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An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - Editor
AARON SMITH - - - Business Manager
(Mrs.) J. ECKERT BENNETT - - Assistant
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Subscription Price:

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Three Years $2.00
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OUR RESPONSIBILITY

AUTOMATIC WORLD does not assume responsibility for views and opinions expressed in its columns other than those contained as editorial on this page or signed by members of its staff. In order to make this publication of the utmost value to its readers it is our policy to open its columns to its readers and to its advertisers for a fair and free discussion of any and all subjects which maq affect the welfare of the coin machine industry. These discussions are given the widest latitude and may concern any of the various phases of coin machine operation, or they may relate to the manufacture, purpose, type of construction or method of operation of coin machines. But they are accepted and published, not as sanctioned or indorsed by AUTOMATIC WORLD, but as the statements or opinions of the writers.

LOCAL POLITICS AND MARBLE TABLES

Just as national and state politics affects other industries, local politics has its damaging influence on the coin machine industry.

Every two years in most cities the city commissioners face the voters for another term in office. This means that every device known to the politician is used to obtain votes.

One of the chief indoor and outdoor sports, as well, of the the versatile politician is his play at fooling both sides of every question in order to secure another term of office. So he goes out to corral the "moral" element and one of the outstanding planks in his platform is his opposition to gambling.

There may be a real gambling den in every block downtown, but these are invisible to the naked eye. But the little marble machine is standing in conspicuous places all over town. They afford a splendid target, especially if some of them are near public schools or if minors are allowed to play them. So, the police are ordered to round them up and Mr. Politician points to this manifestation of his reverence for law enforcement.

Fortunately for the industry, these campaigns do not last very long. In many of the states, Texas being one of the largest, this campaign will end the first week in April. Then business with operators, as in many other lines of industry, will gradually resume normal conditions, which will mean that very soon conditions will vastly improve for the operators. Another factor which will help Texans to a very marked degree is that in Dallas and Fort Worth last year's centennial shows will be repeated, though under different names, and the legal authorities have always been very liberal in fostering all kinds of amusements for them.

—o—

HOW LOCATION OWNERS HELPED

Readers of AUTOMATIC WORLD will recall that in our February issue it was suggested that in cities where officers were attempting to ban marble tables, operators might rally to their support the owners of locations. It was pointed out that such location owners, druggists, restaurant, hotel and tavern keepers could exert considerable influence on city commissioners and county officers through petitions from their customers, who are citizens and voters. Just how far this plan to influence public officials to be more lenient has been tried, we are not informed. But we do know of one city in which it was tried with very encouraging results.

In that city the operators are well organized and the drug stores and restaurants also have good organizations. When the matter was presented by the ops, these organizations promptly responded and within a few days petitions containing several thousand names were presented to the city council. Not by operators, but by committees from these other business organizations. These committees made it clear to the council that hundreds of employees would be let out and their business seriously impaired if the ban on machines was not raised.

Result was that amusement machines which had been removed along with pay-offs were immediately allowed to be replaced. Later on some with pay-offs are to go in and after the city election it is thought that there will be no serious interference with other pay-offs, except slots, provided they are kept away from schools and minors not allowed to play them.

And now AUTOMATIC WORLD is glad it made the suggestions.

CHICAGO COIN'S SILVER SALES ROOM ON WHEELS TOURING

The Chicago Coin trailer, the Silver Sales Room on wheels, is making new friends every hour of the day on its tour through the South and East sections of the country, according to Sam Wolberg.

Ben Raskin, who is piloting the trailer, reports that his is a road literally paved with orders. Practically every coin man with whom he has come in contact has been most eager to inspect the new Home Run, the bumper novelty game that has been so enthusiastically received by operators from one end of the country to the other, and without exception orders have been placed for the game in quantities ranging from ten to fifty at a time. Raskin, who has had years of experience in the coin machine industry, says that never in all of his traveling has he seen such unreserved and wholehearted acceptance of a game as has greeted Home Run. Because of the warm reception that is being given to the Chicago Coin Silver Sales Room, Raskin's schedule has already been disrupted. Distributors and jobbers have asked him to remain for several days in each city so that all their customers could immediately inspect Home Run and the new Chicago de luxe pay table Bump-A-Lite which is also receiving a great deal of attention from operators.

Under the circumstances, the duration of the route campaign will evidently be extended for several months, inasmuch as Raskin plans to carry the games into every possible section of the South and East. Sam Wolberg and Sam Gensberg are highly pleased at the success of their trailer campaign and give a great deal of credit to Ben who has made a host of friends among operators, jobbers and distributors.

BALLY CENSORS "CAROM" REPORTS

Imposing a voluntary censorship on itself, Bally Manufacturing Company refuses to publish or pass on in any way collection reports received on the Caron one-shot bumper-type payout game.

"In the first place," points out Ray Moloney, president of Bally, "the only people who would believe us would be those who have actually scooped into a Carom cash-box after the machine had been on location a day or two. Others would merely say that Bally was indulging in gross exaggeration. But even though Carom collections are being kept as quiet as Wally was before the blow-up, word seems to be getting around and orders are increasing every day, as more and more operators find out that this Carom really collects the cash.

"To get an idea of Carom's earning power, just think back over a few of Bally's well-known one-shots, such as Jumbo, Bally Derby and Preakness. Then figure how Bumper is breaking collection records without awards of any kind. And then imagine the result when you combine bumper-action and one-shot appeal with a dash of electric-kicker action for good measure. It's a combination that simply can't miss making the biggest money on record in this industry."

INTERNATIONAL MUTOSCOPE REEL REVIVES HOCKEY

Owing to an unprecedented demand for skill and amusement games, International Mutoscope Reel Co. of New York has revived Hockey, the remarkable two-player game.

Hockey is in a class by itself, representing the true American competitive spirit in sports. Following the modern trend for flashy games, Hockey is the answer to an operator's dream for long-life amusement machines.

The Mutoscope factory has been working over-time to turn out Hockeys by the carload. A novel innovation in one territory has proven the ingenuity of ambitious operators in exploiting a game to its limit. According to Earl Winters, sales manager of International Mutoscope Reel Co., this group of operators has placed over 100 Hockeys in a small town and have combined their efforts in running a tournament to establish a local Hockey champ.

Each location has an unlimited number of entrants and the winners represent their districts in a city-wide tournament arranged in the largest sports palace. The ultimate champ will be awarded a prize and earn the right to represent that city in a proposed national tournament. Plans have already been discussed for similar activity in other sections of the country with the result that stimulus will be added to this wonderful amusement game.

First it was press agent, then publicity agent, then director of public relations, and now it's director of the Institute.

CANDY AND NOVELTY HOUSE REPORT BRISK TRADE

Chicago—With the advent of Exhibit's new Novelty Candy Vender, merchandise houses and candy jobbers are reporting many new accounts and a brisk buying spree from the hundreds who are starting to operate merchandisers.

This recent upturn in merchandise sales, it is agreed, is not merely an indication of the success of Exhibit's new Merchandiser, but an indication of the pronounced swing to merchandising machines.

Exhibit officials have indicated their pleasure with the way operators are taking to their smart new merchandising machine. And with deliveries going forward at the present time, operators can look for a new and greater era of success for their type of equipment.

Jury Duty

A friend has been serving on a jury that has had to deal with many breaches of contract. "I really think most every business man could get something that wouldn't hurt him a bit," he says, "if he could sit in on some of those contract cases and hear the way some of our modern business men, with total disregard of their solemn oath to tell the truth, lie like troopers." Apparently he would agree with W. J. Cameron who said in one of his Ford talks, "We plunge ahead educationally, but flounder behind morally."

As in courtship, so in domestic fighting—the real excitement occurs in the early stages.

This COUPON Brings You CANDY SAMPLES FREE

Mail This Today

For prices, details and samples of better Vending Machine Candies, Coated Nuts, etc., write your name and address below, tear out and **mail this coupon.**

NAME .....

ADDRESS .....

CITY ..... STATE .....

Candy Crafters, Inc.

LANSDOWNE, PA.

BALLY ANNOUNCES WAGE BOOST

Chicago. — Bally Manufacturing Company today announced a general 10 per cent increase in wage rates, affecting all of the nearly 500 men and women employed in the Bally plant. The increase is effective at once and reflects the steady upward swing of Bally sales since the first of the year.

In his announcement of the pay boost, Ray Moloney, Bally's president, predicted a busy, prosperous year for all Bally employees. "The popularity of Bally products," Ray stated, "is such that we can look forward to the biggest year in our history. Although it has frequently been asserted that the depression was responsible for the growth of this industry, we now have ample evidence that coin-operated amusements have a fundamental appeal, regardless of whether times are good or bad. This is the only explanation for the fact that our sales have considerably followed the upward curve of general business conditions. Our sales volume for the first two months of 1937, measured either in units or dollars, is far ahead of that for any corresponding period, including the Ballyhoo boom year of 1932.

"Bally's labor policy has always been along lines intended to attract the best mechanical skill available, and the wage increase we are announcing today assures a continuance of the high standards of workmanship for which Bally is famous."

"What! You've found a book that keeps your husband home nights?" ejaculated the brunette wife. And, the blonde frau nodded, "I'll say! I found his address book and kept it."

Does anybody really like the thick gravy that's poured over the food at some restaurants?

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

JURY HOLDS MACHINE NOT A GAMBLING DEVICE

Ernest Siercks, ma[illegible] of the Orange Grove Restau[illegible] West Wisconsin avenue, was found not guilty by a jury of possessing a gambling device. The sealed verdict was opened Sa[illegible] in the district court. The ju[illegible] reached its decision Friday night.

Siercks was charged with possessing a rotary type "digger" machine. Gifts rotated on a table from which they were sometimes pushed by an arm into the prize chute.—Milwaukee Journal, Feb. 20, 1937.

CHERETON WARNS AGAINST UNETHICAL SELLING

Continuing a vigorous campaign against unethical selling practices which have recently cost many coin men considerable losses, A. B. Chereton, president of the Electrical Products Company in Detroit, spent several days of the past week in Chicago. With Harold Johnson, Chicago office manager, Mr. Chereton visited manufacturers and jobbers, warning them against salesmen who have been trading on the established name and reputation of Electropak.

From Chicago Mr. Chereton plans to carry his crusade personally to every coin man in the country.

"I only regret that I cannot visit every operator and jobber in person," said Mr. Chereton. "I'd like to be able to sit down with each of them and, point by point show them how Epco engineers have incorporated the essentials of proper power pack supply into the Electropak. This is the unit that all users recognize as the basis for economical and dependable operating." Mr. Chereton reports that promises of co-operation from local coin men in his fight to curb the sale of second rate, dangerous power packs is unusually enthusiastic. He states that the manufacturers and distributors in the Chicago area are thoroughly in accord with his plans.

His Alibi

A professor at Coe College came home to the wife of his bosom in the wee small hours and proceeded to disrobe. "Dear," said his wife, "you haven't got your underwear on. You were wearing it when you left this morning. I'm perfectly sure." Her spouse glanced down for a moment, puzzled and guilty. Then, like a flash, came the inspiration. "Good heavens," he said, "I've been robbed!"

H. J. SNYDERMAN JOINS ACE PREMIUM COMPANY

San Francisco's loss will be Minneapolis' gain, for H. J. Snyderman, with 15 years experience as one of the most popular and successful distributors and operators in San Francisco has closed out his business in-

H. J. Snyderman

terests in California and has accepted the appointment of general manager of the Ace Premium Company, a subsidiary of the Hamilton Manufacturing Company of Minneapolis, Minn. It was not easy for Mr. Snyderman to sever his business connections in San Francisco, where he has been identified with the premium industry for many years, including the Coast representative of Harlich Manufacturing Company of Chicago, but George F. Wolf, president of the Hamilton Manufacturing Co., knew that Snyderman had what it takes to successfully merchandise a line, and he finally persuaded him to come to Minneapolis and take over the general managership of the Ace Premium Company.

Mr. Snyderman's experience in San Francisco, and his friendly and affable manner, encouraging and holding lasting friendships, fit him admirably for his new duties for he has a thorough knowledge of the novelty and sales board lines, and he knows how to secure and hold new customers. The congratulations and best wishes of all distributors and operators on the Golden Gate go with Snyderman in his new work.

The business formerly conducted by the H. J. Snyderman Co. will be taken over by Stanley Harris and Joe Ziff, both well known along Golden Gate avenue.

Bally Baseball Game Ready

With the original Bumper game still a nation-wide best seller, Bally Manufacturing Company are increasing their factory facilities in order to swing into immediate large volume production on a Bumper type baseball game—Bally Booster by name.

"Although Bumper continues to dominate the novelty market," commented Ray Moloney, Bally's president, "operators and jobbers are clamoring for a baseball Bumper game by Bally. In fact, we had approximately 1,000 orders on hand before we even announced Bally Booster—orders placed, sight unseen, merely in the hope that Bally would come out with a Bumper baseball game. Since our first announcement of Bally Booster, additional orders have been pouring in, forcing us to go right into double-shift production."

"Bally Booster," Ray continued, "features the genuine Bumper action, as originated by Bally, with big metal balls bumping against giant coil springs on a playfield which has no pins or pockets. Real baseball thrills are obtained by a novel arrangement on the light-up backboard, giving the illusion of players running bases. The 'player' advances one base each time a ball hits one of the bumper springs; and, as each player gallops home, his run is chalked up on the big light-up scoreboard. A feature of the Bally Booster totalizer is that it provides for as many as 16 runs. We have found that players like to run up high scores and Bally Booster follows player psychology in this respect.

"An outstanding feature of Bally Booster is the electric kicker, which insures 'last-ball suspense' and has a triple play function which greatly enhances the thrill of the game. The kicker is located directly in front of the out-hole at the bottom of the board. Frequently, instead of going out, the ball will hit the kicker and be batted back up the field. This in itself helps the player's score, as the ball is bound to hit several bumper springs as it flies up the board or as it rolls back down again. Moreover, if the kicker is hit, when there is already a man on base, he automatically romps home, scoring an extra run. And, if the kicker hits the ball in a line-drive up the center of the board, the ball hits the home run bumper, scoring an extra home run. Thus the kicker is actually a skill feature, enabling the player to score two extra runs per ball. However, the main job of the kicker is to create the same last-minute suspense that prevails in a ninth-inning rally on a real baseball diamond. By hitting the kicker with his last ball, the player can pull a hopeless game out of the hole and score enough runs to rate a skill award.

"As to appearance, Bally Booster is one of the neatest, yet most colorful machines Bally has ever created. Herb Jones says in his circular that the bright green panel captures the spirit of balmy, baseball weather and you'll agree when you see it. Enhancing the color appeal of Bally Booster is the fact that the board is large and roomy, allowing plenty of room for ball action. Bumper is the world's greatest novelty game to date—but you 'ain't seen nothing' till you see how the public flocks to Bally Booster."

DOUBLE DEAL IN DOUBLE DECK

Chicago—Al S. Douglis, president of Daval Manufacturing Company, this city, who have just presented their new counter game, Double Deck, in addition to the large family of counter games they now feature, reports, "This is the first time that the player gets a double deal, giving him a double chance to win in a poker play counter game.

"Double Deck carries out the principle of our world famous Chicago Club House which was awarded a 'gold medal' by the Eastern distributors and which game has since been claimed to be one of the greatest that was ever built in this industry. But, Double Deck goes the Chicago Club House one better in the fact that it offers the players two complete poker hands to choose from.

"It is the first counter game that makes a double deal. It therefore creates greater interest because of the fact that the player has his own choice from among both hands for the winner. He can follow through each time with more and more tense action than he would otherwise get in any counter game, and what's more, he feels that he has been given his money's worth of action."

Double Deck again embodies the world famous Daval precision counter game construction and features one of the most beautiful modernistic cabinets ever built. It is one of the best cabinet designs that has ever appeared in the industry. Mr. Douglis also said, "The Double Deck was ready for sales at the past Convention but we did not advertise or publicize it because of the fact that Tri-O-Pack is still leading all counter game sales. But, after we discovered that within two months, without any real promotion whatsoever, that we had already passed the 1,500 sales mark, we decided to present the game to the operators in a bigger way than ever before.

"The game took on fire like a streak of lightning. Operators that put it on location came back for more. Distributors and jobbers started to wire in for faster shipment and we discovered that we had a real hit in Double Deck.

"Digging into the facts we found that the players liked the game for the main reason that they all felt they were really getting their money's worth of play and action from the double poker hands. There wasn't one player whom we questioned that didn't bring up this feature.

"Another item we discovered was that poker play still continues to be the most popular of all counter game action. Even though our Tri-O-Pack is tremendously leading in sales we feel that before very long Double Deck is going to take that lead away and be the outstanding counter game of the year."

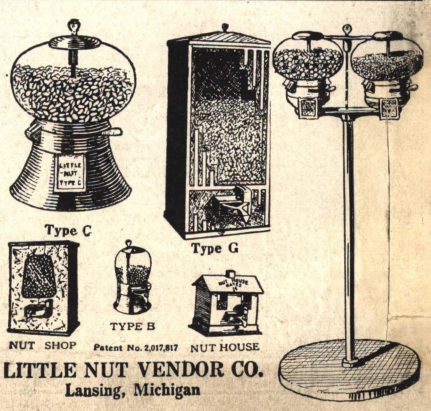
"My grandmother's in the next room, and if you try to kiss me I'll scream!"

"I'll take a chance on that."

"Indeed? Just what have you got that makes you so sure of yourself?"

"Your grandmother's ear trumpet."

Beware of the man who wants to make you rich but is broke himself.



ROCK-OLA RHYTHM KING WINS FIRST PRIZE

An unusual experience with coin-operated phonographs recently occurred at the University of Colorado.

C. A. Hetts of Greeley, Colo., a young student at the college, has been paying his way through college for the past two years by servicing phonographs for a large Colorado operator.

Student Hetts recently decided to use the Rock-Ola Rhythm King as a thesis for an essay at the college.

His article proved so interesting to the faculty and student body that he was awarded first prize for his essay.

His "paper" is too lengthy to reproduce in its entirety, but one of his outstanding paragraphs was:

"All the world loves a lover, and all lovers love music. That is best evidenced by the constant creation of 'love songs.' The immortal Victor Herbert, looked upon as the greatest song composer America has ever had, always used as a thesis in his songs (which will live forever)—a theme of a love story. Music is, therefore, one of the great inspirations of life and with the Rock-Ola Rhythm King phonograph—a fine reproduction of clear tone quality enables this phonograph to contribute materially as a pleasing, yet potent, inspiration, when it is called upon to reproduce the world's most popular songs, by the world's most outstanding orchestras."

HOPPES VOTED ROYALTY OF COIN MACHINE INDUSTRY

New Orleans, Louisiana.—The operators and jobbers of Texas and Louisiana have appropriately voted Harry and Hanni Hoppe royalty in the coin machine industry. Mr. and Mrs. Hoppe have been round the world with Exhibit's coin machines and are known and loved by the entire industry.

Right now they are in the South renewing friendships with Texas and Louisiana coin men, and Harry reports a brisk business on Exhibit's new Chuck-A-Lette, Jockey Club and Novelty Candy Vender. Harry has been in the coin machine business since the days of the first diggers and has grown up with the business. Operators have learned to respect his advice and rely on his information.

While in France, Mr. Hoppe was given official recognition for having started a new industry in France—the novelty merchandiser business. He was responsible for more than 2,000 Exhibit diggers being placed in Paris alone.

But don't get the idea from this that Harry is the more important of the Hoppes. Hanni, his charming wife, can stay up as long and talk coin machines equally as much as the highly conversational Harry.

The Hoppes are winding up their Southern tour and will be back in the Windy City soon to get the low down on several new machines that will be announced by Exhibit in April.

Most men, explains Earry, get into a stew when they start cooking up excuses for their wives.

AUTOMATIC AMUSEMENT CO. PROVES HOW WELL KNOWN THEIR COMPANY IS

Under the capable and efficient management of Miss Helen Savage, popular manager of the Fort Worth office, the Automatic Amusement Company proves the extent of their prominence.

Just last week, Miss Savage received a letter asking for a "copy of your magazine, The Automatic World. Hoping you will mail me one at an early date.—From Nashville, Tenn."

Miss Savage called the office of the AUTOMATIC WORLD and copy of our magazine was promptly mailed. But this just goes to show how well known this fine organization is. The home office is in Memphis. The address of the Fort Worth office is 1304 Throckmorton. Thanks, Miss Helen.

"KICKER" REVIVAL PROVES POPULAR

Reports from the field indicate that the electric kicker device, so popular in 1935, is due for a strong come-back, according to Ray Moloney, president of Bally Manufacturing Company.

"We are using the electric kicker idea on our Carom game," Ray stated, "and, although this game owes its great popularity to the fact that it combines bumper action with one-shot appeal, the kicker is definitely contributing to the machine's almost incredible earning power. The kicker used on Carom is the directional type approved for skill games in practically every territory—that is, it kicks the ball in a certain definite direction. Located at the very bottom of the board, this kicker increases the suspense, inasmuch as the ball frequently hits the kicker instead of the out-hole, and is kicked back up to the top of the field. The ball then bumps down the field again, registering additional points for every bump. Operators report that the kicker comes in for a great deal of favorable comment on the part of players and is a facor in attracting the steady play which is resulting in the big earnings for which Carom is famous."

She—I'll bet when I do my nudist dance it will go over like a house afire.

He—Yes, I suppose the censor will have to turn the hose on the audience.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1936 Catalogue

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

CHAS. KOSTER CIGAR STORE

BRASS-ALUMINUM SPECIAL TRADE CHECKS OR STEEL

GOOD FOR ... IN TRADE

100	$3.50	300	$7.50	500	$10.00
200	5.50	400	9.00	1000	18.00

YOUR NAME and ADDRESS IS ON ONE SIDE

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 N. Michigan Avenue, Chicago

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

Adolph Caille and Arthur Caille congratulating each other upon the completion of their new and latest masterpiece.

THE PIONEERS ARE

BACK AGAIN AFTER 4 YEARS

★

A GREAT NAME IN COIN MACHINES RETURNS . . . WITH A NEW . . . A SENSATIONAL . . . AN EPOCHAL . . .

7 PLAY

7 JACK POT BELL

. . . THE FIRST AND ONLY

A $250,000.00 MACHINE!

PATENTS PENDING

MULTIPLE PLAY JACK POT BELL

SEVEN MACHINES IN ONE Now, after four years' absence from the business, Adolph and Arthur Caille are back again. They celebrate their return by introducing a brand new innovation in a multiple play 7 Jack Pot Bell—a marvel of inventive genius and a sterling testimonial to the fine old forty year reputation (1892-1932) the Cailles enjoyed for building machines that always "stay put" and can be counted upon for dependability and profits. Here's a new type Bell with seven Jack Pot combinations—seven coin slots so seven may play at the same time with seven distinct Jack Pot awards plus odds payout of from 2 to 20 coins. Aggressive operators looking for greater profits will wire or visit us for complete information. Deliveries now being made. First in the field with this sensational design will put you far out in front—IMMEDIATELY!

THE FASTEST 7-PLAY MACHINE EVER BUILT

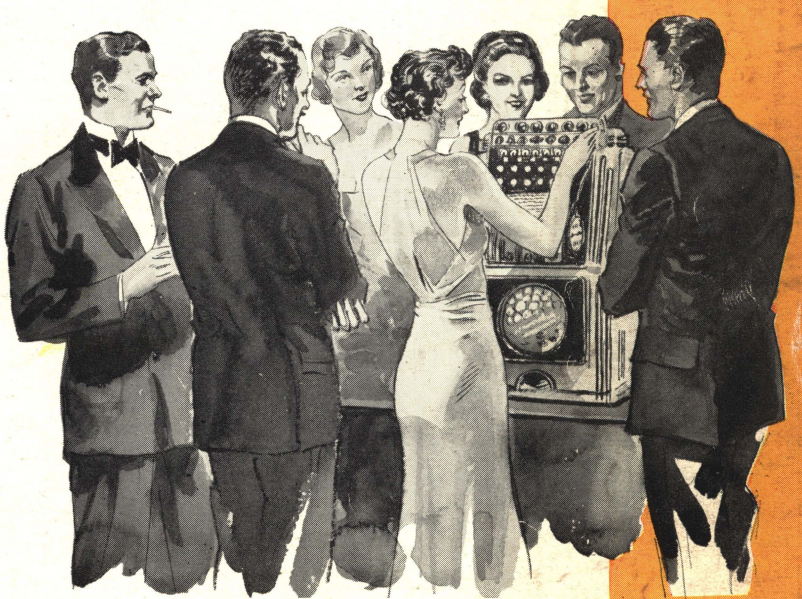
7 TIMES THE PLAY

7 TIMES THE INTEREST

7 TIMES THE FUN

7 TIMES THE ACTION

7 TIMES THE PROFIT



Multiple play means tremendous earnings . . . you get volume business of 5c to 35c on nickel machine and 25c to $1.75 on quarter machine. Maximum possible on each operation.

IT'S THE NEW ADOLPH CAILLE aC ARTHUR CAILLE MULTI-BELL

THE FIRST 7 PLAY JACK POT BELL

7 SEPARATE JACK POT COMBINATIONS

• • •

PIONEERS OF THE COIN MACHINE INDUSTRY

THE NEW 7 PLAY JACK POT BELL!

. . . is backed by more than 40 years' experience!

More than 40 years ago Adolph Caille and Arthur Caille invented and built with their own hands the first six play automatic payout coin machine, and since that time they have manufactured hundreds of different types of successful coin operated machines and weighing scales. During this period the Cailles conceived, developed and built most of the outstanding types in use.

On November 25, 1932 Adolph and Arthur Caille sold their entire holdings in the Caille Brothers Company to the Fuller Johnson Corporation of Detroit. At the same time they resigned their official positions and they have not been connected in any capacity with the Caille Brothers Company or any other manufacturer in the coin machine industry since that time.

But the Cailles—father and son—were not long inactive. They soon realized, in their travels about the country, that operators needed something brand new and different to stimulate the operating business. They decided to build a new machine with new principles that would be outstandingly new and distinctively different.

For three years their inventive talents and those of their able assistants were centered on the evolution of a new and distinctively different machine. With an expenditure of over $250,000.00 this development work culminated in what operators say is the finest, most unique big profit machine ever designed—the new, revolutionary A C "Multi" Bell.

The A C "Multi" Bell is now being introduced for the first time. Its acceptance has been nothing short of sensational. This Seven Play, Seven Jack Pot Bell combines the advantages of seven machines in one—no pay on check—a non-clogging coin detector exposing as many as 21 coins at one time.

When the first Jack Pot Bell was introduced by the Cailles in 1927 it did more to stimulate and revive popular interest than anything since the original Bell made its appearance years before. Later in 1928 their Bell with Grand Prize Award was a sensation. Both of these principles were freely copied by other manufacturers—proof positive that operators demanded these original Caille outstanding advantages.

The sweeping popularity of the new A C "Multi" Bell, under the severest tests and observations in various locations, predicates a demand for this modern machine that is bound to be unequalled in the history of the Coin Controlled machine business.

One of the marvels of this wonderful 7 Play 7 Jack Pot Bell, vitally important to operators, is its mechanical simplicity. It contains fewer parts than single slot Jack Pot Bells. The clockworks is quality built to stand up under severest usage and is equipped with balanced, weighted fan which revolves into next play when machine is operated steadily—an added assurance of smoothness.

Progressive operators should realize the importance of being first in their fields with the new A C "Multi" Bell for quick profits and long term incomes.

ADOLPH CAILLE a c ARTHUR CAILLE

A C NOVELTY COMPANY

8601-21 EPWORTH BLVD. DETROIT, MICHIGAN

A C Novelty Company is not affiliated or connected in any way with any other manufacturer in the coin machine industry

PRINTED IN U. S. A.

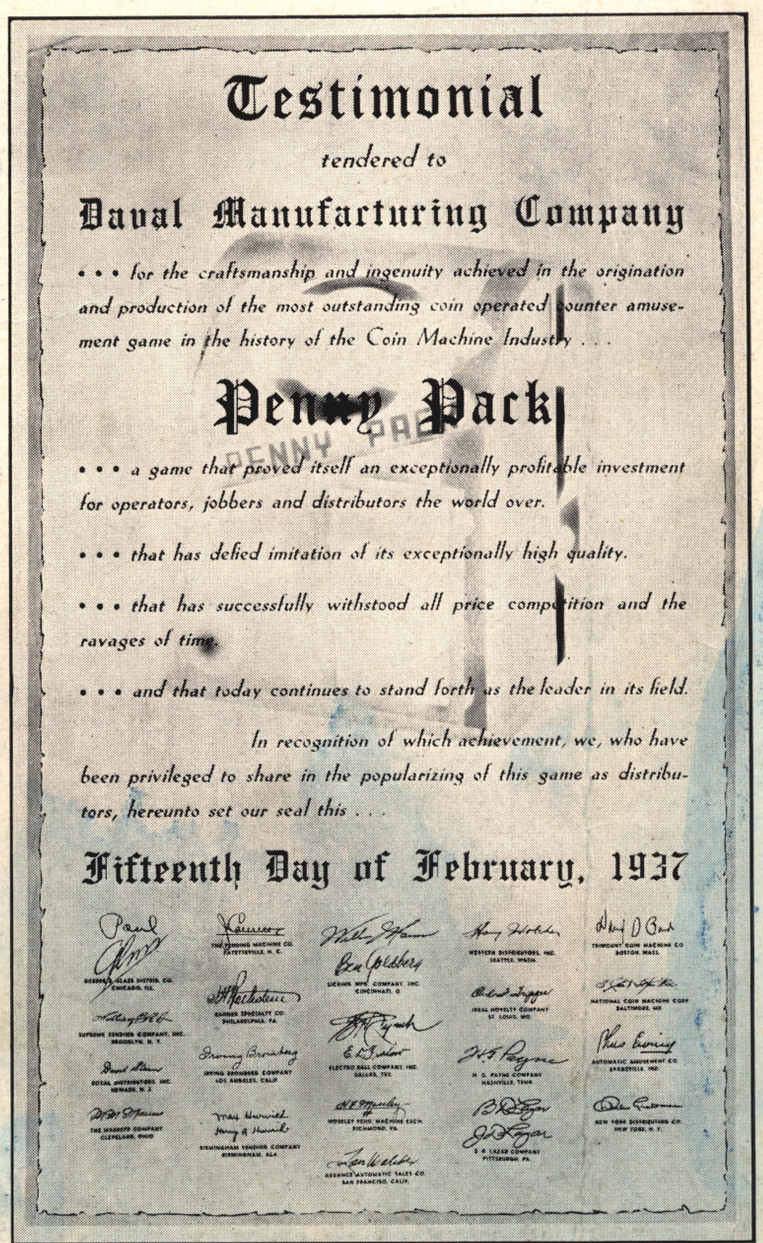
Daval Manufacturing Co. Honored By Nation's Distributors

Testimonial Is First Award of its Kind . . . Comes as Complete Surprise to Daval Executives . . . Distribs Co-operated Quietly Over Period of Time . . . Said to be Greatest Voluntary Honor Award to Any Manufacturer . . . Recalls Gold Medal Given to Daval by New York Distribs for Chicago Club House.

CHICAGO—What was probably the greatest national honor awarded any coin machine manufacturer in the history of the industry was made this past week on the presentation of a unique testimonial to Daval Manufacturing Company for the greatest counter game in the history of the business, the Penny Pack.

The testimonial was unique in the fact that the leading distributors in the Nation came together to place their signatures on it. They arranged this signal honor over a period of time and accomplished it with such secrecy that it came as a complete surprise to Daval Manufacturing Company as well as to the rest of the industry.

Among those distributors who collaborated to get up this testimonial were: Paul Gerber and Max Glass of Gerber & Glass Distributing Co., Chicago; Joe Calcutt, The Vending Machine Co., Fayetteville, N. C.; S. H. Lynch and Edward Furlow of the Electro Ball Co., Inc., Dallas, Texas; William Marmer and Ben Goldberg of Sicking Manufacturing Co., Inc., Cincinnati, Ohio; William Blatt, Supreme Vending Co., Inc., Brooklyn; I. H. Rothstein, Banner Specialty Co., Philadelphia; Advance Automatic Sales Co., San Francisco; The Markepp Co., Cleveland; Irving Bromberg Co., Los Angeles; Moseley Vending Machine Exchange, Inc., Richmond; Western Distributors, Inc., Seattle; Birmingham Vending Co., Birmingham; B. D. Lazar Co., Pittsburgh; National Coin Machine Corp., Baltimore; New York Distributing Co., New York; Royal Distributors, Inc., Newark; Trimount Coin Machine Company, Boston; Ideal Novelty Co., St. Louis; H. G. Payne Co., Nashville; Silent Sales Co., Minneapolis; Kentucky Amusement Co., Louisville, and Automatic Amusement Company, Evansville, Ind.



Testimonial

tendered to

Daval Manufacturing Company

• • • for the craftsmanship and ingenuity achieved in the origination and production of the most outstanding coin operated counter amusement game in the history of the Coin Machine Industry . . .

Penny Pack

• • • a game that proved itself an exceptionally profitable investment for operators, jobbers and distributors the world over.

• • • that has defied imitation of its exceptionally high quality.

• • • that has successfully withstood all price competition and the ravages of time.

• • • and that today continues to stand forth as the leader in its field.

In recognition of which achievement, we, who have been privileged to share in the popularizing of this game as distributors, hereunto set our seal this . . .

Fifteenth Day of February, 1937

These distributors are recognized as the largest in the country. They gathered together letters and their names for signature on the testimonial by mail. Bill Gersh of Byrde, Richard & Pound, advertising agency, New York, was placed in charge of getting up the testimonial and also arranging the signatures of the distributors.

Every one of the distributors also enclosed a letter of congratulations with his signature. Everyone was in agreement that the Penny Pack counter game, after more than two years of steady sales, and its proven money making record, was the greatest counter amusement device ever to have been manufactured in this industry and also that in the estimation of these distributors it still ranked with the greatest games of the present day. Not since the day some years back when Daval Manufacturing Company were awarded a

gold medal by the New York distributors for their great accomplishment in the manufacture of the Chicago Club House counter game has such an honor been given to any manufacturer. Then it was but a gathering of those jobbers in the city of New York. This present testimonial is a gathering together of all the nation's leading distributors who took part in helping to greatly popularize the Penny Pack all over the world.

This testimonial action on the part of the leading distribs of the country is considered one of the most outstanding and historical events of the coin machine industry. It is said to bring closer together the members of the industry in honoring any firm. This has never happened before.

Furthermore, every one of the distributors happily entered into the giving of this testimonial. Every one of them had something of value to say and something of respect and honor to pay to Daval Manufacturing Company.

As a strictly voluntary honor it has never before been equalled in this industry. One distributor remarked, "It definitely proves that the men in this industry are not always on the lookout for profits, but, it is a great honor to them and to the industry in general that they are willing to pause in their everyday pursuit of business to bring honor to a firm who so richly deserve it for the marvelous machine, the Penny Pack, that has helped thousands of operators everywhere in the world."

Excerpts from other letters from distributors follow. The following is from a letter of William Marmer of Sicking Mfg. Co., Inc., Cincinnati, Ohio: "Many of our customers who purchased Penny Packs as far back as a year ago are still ordering more of them. As you know, Mr. Douglis, we have been in the coin operated machine business for many years, and we do not recall one single counter game that has been of such a help to us in helping our business grow."

David S. Bond, Trimount Coin Machine Co., Boston, writes: "You probably will be interested to know that many of our customers still regard Penny Pack as the outstanding machine amongst their locations. In all my experience in the business, I, frankly, never had a number which sold in such quantity and which has proven so satisfying over a long period to our customers."

Harry F. Moseley of Moseley Vending Machine Exchange, Richmond, writes, "We trust that you may continue to build such merchandise in the future as you have in the past. This we are sure you will do. The far greater value of your merchandise has helped the operator to greater earnings. It is a pleasure for us to deal with a manufacturer like yourself."

Charles Lichtman of New York Distributing Co., New York, writes, "Earnings are the life of the operating business, and our operators report that the tremendous earnings of Penny Pack, and all other products of Daval Manufacturing Company have made it possible for them to enjoy the better things in life."

I. H. Rothstein of Banner Specialty Co., Philadelphia, writes, "Having been in the coin machine business over twenty years, I have had occasion to reminisce over quite a few machines which we found to be exceptionally good sellers, and the operators found them to be great money makers, and the most dependable from a mechanical viewpoint.

"I am certain that in all those years, there wasn't a machine which would command reminiscing over as much as your Penny Pack."

M. M. Marcus of The Markepp Co., Cleveland, writes. "All of us in the coin machine business, especially operators, are deeply indebted to your firm for pointing the way to equipment of better quality. It has made the operators' task easier and their work certainly more profitable."

Edward Furlow and S. H. Lynch of Electro Ball Company, Dallas, write, "You certainly have set a dizzy pace in this particular field during the past several years, and we take this opportunity to congratulate you and wish you another banner year for 1937."

Harry J. Wolcher of Western Distributors, Inc., Seattle, writes, "I am very proud to be with you in spirit on the day you receive this sincere honor, and to thank you for the splendid business ethics which you have constantly practiced."

Max and Harry Hurvich of Birmingham Vending Company, Birmingham, Ala., write, "We take this opportunity of expressing our appreciation for the outstanding counter game successes you have produced in the past two years. We refer especially to Penny Pack which has been the outstanding counter game of all time."

William Blatt of Supreme Vending Company, Inc., Brooklyn, writes, "We hope that you will continue to prosper and that the future will enable you to 'EXCEL with a 'SEQUENCE' of successful machines and that the 'STOCK EXCHANGE' of coin operated machines will list big dividends for you and everyone associated with you."

H. G. Payne of H. G. Payne Co., Nashville, writes, "You are without doubt the leader in this field and should be congratulated by every distributor in the United States."

Carl Trippe of Ideal Novelty Co., St. Louis, writes, "The Penny Pack machine has, in our estimation, more player appeal, earning power and better resale value than any counter game ever placed on the market."

S. Carl Mantell of National Coin Machine Corp., Baltimore, writes, "I have been in the coin machine business from its infancy and have seen and used every type of machine. Your Chicago Club House was a sensation in its time. There have been other very good counter games, but there has never been anything to compare with the mechanical efficiency and earning power of your Penny Pack."

AMA OF IOWA

Another interesting number of the "AMA of Iowa Messenger" received in this office.

Of particular interest in this issue was the plea for closer co-operation between all the operators in putting over the wishes of the entire organization in the fight going on in their Legislature. They asked for everyone's opinion, so that their recommendations would be the wishes of the entire group and satisfactory to all concerned.

Special regular meeting at the Kirkwood Hotel in Des Moines was announced for the 14th. Report of this meeting will appear in next month's issue of AUTOMATIC WORLD.

President C. P. Harrison and Secretary R. W. Merriam are certainly on the job in the interests of their splendid organization. The Iowa group believes in being "doers" and not "hearers," as is evidenced in their keen interest in all matters pertaining to the industry.

Young Husband—We're rather short on sleeping accommodations, old man. If you stay overnight you'll have to sleep in my twin bed.

Finicky Guest—Is it soft and comfortable

Young Husband—Why . . . uh, yes, . . . I think so.

Friends say a man is determined; enemies call him stubborn.

★ PHENOMENAL EARNINGS

WITH THE GREATEST BASEBALL NOVELTY HIT!

ELECTRIC

SCORE BOARD

BUMPER - SPRING - 5-BALL
NON-PAYOUT

★ ***Adjustable Mechanical Awards***
Operator Has Positive Invisible Control of Odds!

★ ***Mystery Slot***
The Outstanding Feature of Gottlieb Payouts!

★ ***Flashograph***
Movie-type Projectors Records Hits and Runs!

22"x44"

All the best features of both novelty games and payouts are combined in ELECTRIC SCOREBOARD. It's the ONLY NON PAYOUT that gives operator POSITIVE MECHANICAL CONTROL of odds. You can even check against locations' claims of top payout!

ELECTRIC SCORE-BOARD'S colorful field represents a major-league ball park. The player's at bat to beat the visiting team. Insert a nickel in the Mystery Coin Slot, the Flashograph Scorekeeper throws "Play Ball" on the screen. The Visitors' score and odds turn up on the scoreboard. Five balls to shoot. Every time the ball bumps a bumper spring it's a hit! Four hits record a run. Flashograph keeps play-by-play score and turns color to match visitors' score when score is tied. One run to go to win! When the last ball is played, "Final Score" appears under the Flashograph. Odds up to 40 to 1!

FEATURES

Flashograph, movie - type score projector. Mystery coin slot (the outstanding feature of Gottlieb Payouts). Positive mechanical adjustments of odds. Entire mechanism on sliding chassis. Tilt-foiler cuts off playing lights when titled. Illuminated A.B.T. slot.

$69.50

A.C. Current Only

IMMEDIATE DELIVERY

And Gottlieb Still Leads in Payouts!

D. GOTTLIEB & CO., 2736-42 No. Paulina St., Chicago

KEENEY'S FIRECRACKER ON A TWO SHIFT BASIS

Top speed production of Firecracker at "The House That Jack Built" still continues on a two shift basis, according to reports from officials of J. H. Keeney & Company.

"We're working at top speed day and night, and still the demand is far ahead of production," says Ray Becker, sales manager of the organization. "Operators can't get enough of them to satisfy their locations and players. Where a half dozen or ten of the ordinary games would suffice, they require twenty to fifty Firecrackers—not one at a time, but at once! Our operators are beseiged day and night by pleading operators and jobbers calling, like Oliver Twist, for "MORE!" And who can blame them? They know whats good for them and for their ailing locations, and Firecracker is PLENTY easy to take.

Following closely in point of production and equally in demand are the Keeney duo, Lite-A-Pair and Ten Strike, payout games with unusual playing ideas, and already joined with them in quantity production and popularity is Santa Anita, our new payout with the "purse" feature which is destined to make automatic game history!"

They Wandered Disconsolately

The Damon Runyon story about the linotype operator who confessed to a murder prompts Berton L. Robinson, editor "The Pioneer" and "The Island Farmer," Prince Edward Island, to tell his favorite story about an operator whose mind also ran wild.

In the middle of a story about some church social this operator ran a half dozen choice obscenities. They got by the proofreader and reached the street. Hell then popped! The following day both proofreader and linotype man wandered the streets disconsolately, seeking new jobs.

Careless

Mike—"See that notice over there, 'Tourist trips over a mountain?' "

Pat—"Well, all I can say is he should have looked where he was going."

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish Peanuts
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grade for Vending Machines
Write for Prices
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

IN MEMORIAM

It is with much regret that we write of the sudden and untimely death of Mrs. Frank Vogel.

It is doubly hard for the family of Mrs. Vogel because of its unexpectedness. She slipped and fell in the bathroom. Her skull was fractured, and she died without regaining consciousness. Every possible means was used to save her life. An inhalator was used for six hours, but it was impossible to get respiratory action.

The many friends and associates in the industry extend their sincere heartfelt sympathy to Mr. Vogel upon the loss of his lovely wife, who was such a noble character and an excellent mother.

DELIVERY OF NEW VENDOR BEGINS APRIL 1ST.

Brooklyn, N. Y.—D. Robbins & Co. have advised this publication that their 1937 model "2 In 1" Vendor is now in full production and quantity shipments will commence April 1st. This new improved model was introduced at the recent Coin Machine Show and many orders were placed by experienced operators. The 1937 model possesses many important features such as separate locks for the merchandise compartments and cash box, water-proof construction, fool-proof coin slots, vends over 20 different items, including pistachio nuts, toys and candy, ball gum, etc. Although this machine has two columns, it is so compactly constructed that it requires only one inch more space than the ordinary single column vendor. Further details of the "2 In 1" Vendor will be found in advertising columns of this issue. D. Robbins & Co. have a plan for operators, which they claim makes it possible for each "2 In 1" Vendor to average $2.00 weekly profit. Full details of this plan will be furnished free to any operator writing to D. Robbins & Co.

Lovelorn

He: "I'm thinking of asking some girl to marry me. What do you think of the idea?"

She: "It's a great idea, if you ask me."

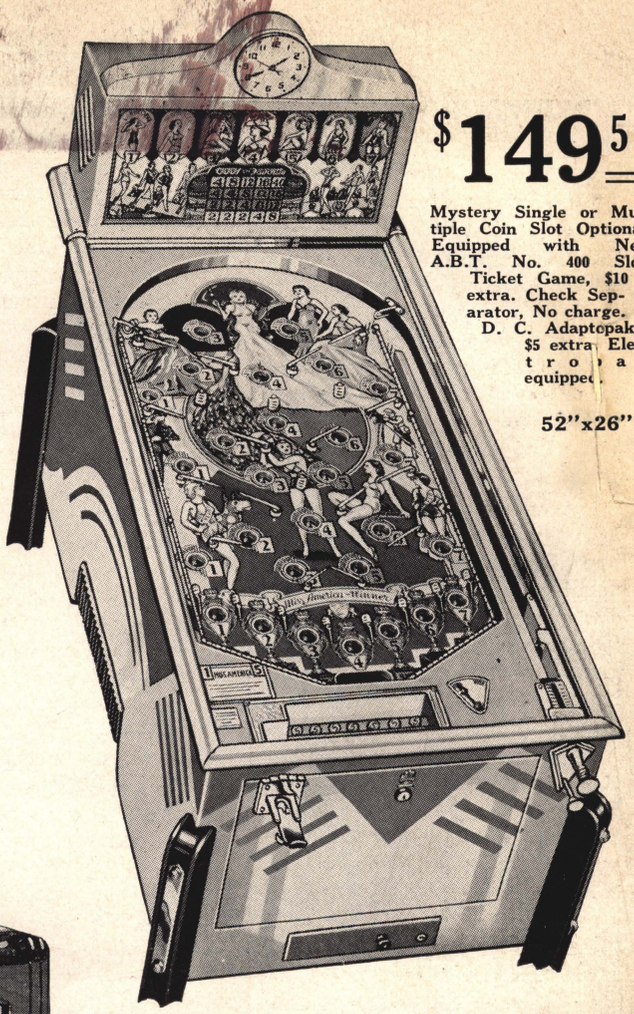
For better protection—no scratching or marring—easier, quicker handling, use Mastercraft Pad and Adjustabe Carrying Harness.

Transport your machines easily and safely at minimum cost. Pad is separate from harness and both made to fit all makes of coin operative machines. Pad sturdily constructed of waterproof canvas heavily tufted and harness made of extra strong belting.

We also manufacture special pads to order. Write for 1937 folder and prices.

QUALITY Mastercraft PADS
BEARSE MANUFACTURING COMPANY
INCORPORATED 1921
3815-3825 Cortland Street, Chicago, Illinois
Phones: Belmont 8710, 8711, 8712

MISS AMERICA



$149.50

Mystery Single or Multiple Coin Slot Optional, Equipped with New A.B.T. No. 400 Slot. Ticket Game, $10 extra. Check Separator, No charge. D. C. Adaptopak, $5 extra. Electropak equipped.

52"x26"

POWERFUL MONEY-MAKER!

WITH MYSTERY SLOT AND HAMMOND ELECTRIC CLOCK

A BEVY of beauties selected for all parts of the country, contesting for the Crown of Queen. Thrilling play—pays odds high as 40 to 1 for Winner, 10 to 1 for Runner-up, 16 to 1 for third choice and 12 to 1 for fourth choice. Equipped with the famous Mystery Slot, and other features that have made Gottlieb payouts the outstanding profit-getters of the day. Pep up your locations—add Miss America to your route and bank bigger profits!

THESE OUTSTANDING GOTTLIEB FEATURES

Hammond Electric Clock
Novel and Attractive!

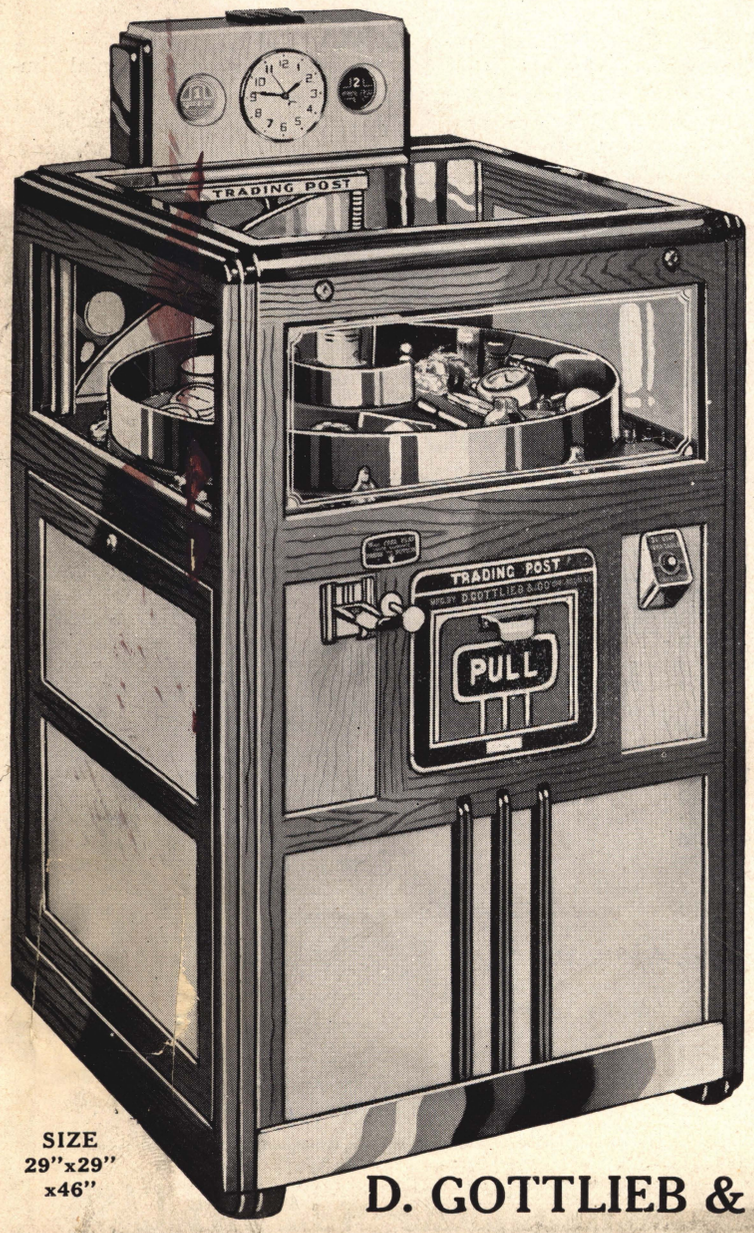
Mystery Single Coin Slot
Two or more selections with each coin!

In-A-Drawer Mechanism
All parts easily accessible!

Awards Adjustable
Invisible mechanical control!

Escalator
Illuminated Belt-type!

Motor-Driven Payout
Always accurate and jam-proof!



SIZE
29"x29"
x46"

TRADING POST

MYSTERY FREE PLAY • HAMMOND ELECTRIC CLOCK

DRAWS THE CROWDS!

Here is a masterpiece of design and player appeal: A TURN TABLE TYPE DIGGER with Mystery Free Play allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type Anti-Tilt. Has illuminated escalator and many new features. Quality-made of bird's-eye maple and walnut trim.

$275.00

THESE GAMES STILL BIG FAVORITES!

DERBY DAY	COLLEGE-FOOTBALL	DOUBLE FEATURE
HIT PARADE		SPEED KING
HIGH CARD		

Any of These Six Games, $149.50
Spot-Lite $137.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

DRINKS TO WESTERN'S GRAND PRIZE

So—Jimmy stood the drinks.

Now, in itself, that isn't unusual, because Jimmy Johnson, owner of the Western Equipment & Supply Company in Chicago, is noted for his genial hospitality, as thousands of coin men will testify. But, the reason for this particular round is a story that bears telling; and though we can't repeat Jimmy's pungent style, here it is:

An operator, whom we shall call Mike, walked into Jimmy's offices one day last week, and after the usual hearty greetings, he assumed an expression of anger and said, "Jimmy, either you are a ! ! ! !! genius, or someone has been putting hops in my oat meal and I've been seeing things!"

Jimmy, though mystified, rose to the occasion, "Well," he roared, "Tell me, what's the beef, you double blanked triple starred hyena?"

"It's Grand Prize," said Mike. "I can't believe it!"

"Believe what?" asked Jimmy.

"Here's the story, Jim," said Mike. "Way last June I bought one of your Races and put it on one of my locations. So help me, up to January 1st of this year, that machine has grossed me over $10,000!"

Jimmy gasped, "No!"

"I've got records to prove it at any time you want them," boasted his visitor. "But listen, that game ran day after day, month after month, without one bit of trouble. No service—no out-of-order signs—nothing but play, play, play. At first, I couldn't believe what I saw. Players actually standing in line to play races! But I knew I wasn't dreaming, when, after the first day's play, I emptied the cash box! And its been like that every day for six months. Every once-in-a-while, I'd set a couple of other makes of late payouts along side the Races. I could have spared the effort and the expense. Races took the play the first day and nothing changed it, until—"he paused"—until you announced Grand Prize! I figured that since nothing had taken the play from Races up to that time, not even you could produce a machine like it. At any rate, I wanted to see what Grand Prize could do. And believe me, Jim, Grand Prize is doing exactly what Races did for me—in spades! They are lining up three deep to get to that Jackpot and those big odds and to play those six races, and I've got to get back and watch some more, before I'll believe my eyes!" The visitor rose to his feet and grinned, "I'm putting the Races in a little private hall of fame all by herself. And here," he tossed a signed check to Jimmy's desk. "Fill it in for 25 Grand Prizes and get them out right away."

Jimmy rose. "I'll fill it out for 24," he smiled. "That story calls for one on the house! And, grinning still more widely, he led the way to the bar.

"Pa, what's a matrimonial bureau?"

"It's a bureau, son, with six drawers packed full of women's fixings and one man's necktie."

BOYLE AMUSEMENT COMPANY

522 N. W. THIRD STREET « » OKLAHOMA CITY, OKLA.

BALLY'S

Derby	$19.50
All Star	19.50
Pari-Mutual	24.50
Bonus	19.50
Bluebird	34.50
Peerless	19.50
Hialeah	19.50
Jumbo	15.50
Natural	24.50
Preakness	64.50
Fair Grounds	121.50
Rover	69.50
Snappy	39.50
Peerless Multiple	19.50
Round Up	19.50
Challenger	19.50
Belmont	42.50

ROCK-OLA'S

DeLuxe 46	$ 9.00
Queen Mary	34.50
Alamo	16.50
Credit	27.50
One Better	32.50
Trojan	12.50

WESTERN'S

Policy	$42.50
Flying High	42.50
Grand Prize	64.50
Center Smash	44.50

PACIFIC'S

Parlay	$19.50
Chase	19.50
Speedway	19.50
Red Sails	19.50

GOTTLIEB'S

Derby Day	$62.50
Daily Races	19.50
Fence Buster	19.50
Baffle Ball	6.50
Sunshine Baseball	19.50
Sunshine Derby	14.50
Speed King	62.50
Keeney's Ten Strike	64.50
Mills Tycoon	19.50
Mills Ten Grand	19.50
Big Shot	12.50
Multi Play	19.50

One-third With Order—Balance C.O.D.

WANTED TO BUY--ROTARY MERCHANDISERS--WILL PAY CASH

BUSINESS MAN TAKES MELODY KING ON TRAILER TOUR

Luxury liners of the land, those imposing trailers that follow the flight of ducks and geese from North to South and back, with the seasons, have been given a new touch of modernity, and a new means to fresh enjoyment as reported by an Eastern distributor of Seeburg phonographs.

He writes to officials of the J. P. Seeburg Corporation as follows: "An elderly gentleman walked into our office the other day and asked me to sell him one of our Melody Kings, Model "K," I asked him where he operated and found he wasn't an operator, but a retired business man who, with his wife, was headed for a tour of the state in his new trailer. He told us that he had made it a point to visit regularly a neighborhood night club in which a Seeburg Melody King was a feature of every evening's fun. He had been so struck with the beauty and tone of the instrument that nothing would do but that he purchased one for himself. The upshot of the matter was that we delivered a Melody King to his home and saw it installed in the trailer. He left a short time ago, and we received a letter the other day from Florida in which he was highly enthusiastic in his praise of the performance of the phonograph. He writes that his trailer is the envy of the Tin-Can Tourist Association and that night after night guests crowd about to listen to the beautiful music provided by the Melody King. He further writes that if he were to again enter business he would make it a point to become a salesman for the J. P. Seeburg Corporation. He has received hundreds of inquiries from other tourists who are interested in installing a Seeburg phonograph in their trailers and he intends to place the machine in his home when his tour is finished. He writes that varying weather conditions in no way effect the efficiency and beautiful reproduction of the Melody King and that because tourist camps provide electric current, he has music at his command at all times. He prefers it to his radio because there are times when he cannot hear, on the radio, the music he desires.

The enjoyment that this man receives from his Seeburg phonograph is an enjoyment that is evident on thousands of locations throughout the United States. Millions of fun seekers are getting the thrills that come with the hearing of absolute and flawless reproduction of the music of the world's finest orchestras. Whether they dance, or whether they listen, you can always find a crowd in a location featuring any one of the Seeburg instruments, according to N. Marshall Seeburg, active head of the J. P. Seeburg Corporation.

Fluent

Note from teacher on Betty's report card: "Good worker, but talks too much."

Note from father over signature on back of card: "Come up sometime and meet her mother."

Men and Machines

It was less than thirty years ago that William Rockhill Nelson, the great publisher of the Kansas City Star, refused to allow his reporters to use typewriters. He entertained the belief that typewriters destroyed something in a man's creative effort. His reporters had to write with a soft pencil. Machines have always had to win their way against the prejudices and limitations of the leaders among men. New generations must be born before new inventions come into their own. Even now there are men in their middle years who have compacts with business partners not to use airplanes.

Accepted!

The Favorite In The Field

"Columbus" BI-MOR Merchandise Vendor

This new twin-type machine is fast becoming the leader in the field of multiple type vendors. Operators everywhere have tried the BI-MOR on their routes. They acclaim it a sure winner of larger profits —the last word in proven dependability and attractiveness with twice the selection and twice the sales.

Many essential, exclusive features are built in the "Columbus" BI-MOR—individual glass globes that are easy to keep sparkling clean, no losing columns, low upkeep cost, dependable construction, eye-arresting porcelain finish, and others.

Get ahead in the race! Install the new BI-MOR on your route today. A sure bet for larger profits.

There is a "Columbus" Vendor to meet every operating requirement. Write for free folder.

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster **Fort Worth, Texas**

Sharp Shooter Presented By Clare Products

Chicago.—Good news comes to operators the country over from the Clare Products Corporation of Chicago, whose offices comprise the 21st floor of the new Merchandise Mart on Lake Shore Drive.

This particular bit of good news, called Sharp Shooter, a new ray-gun rifle range of the most efficient type, now being manufactured and distributed by the Clare Products Corporation—bids fair to bring about a revolution (sans bullets, sans bloodshed) in the ray-gun industry, for it has a number of interesting and exclusive features.

Sharp Shooter, say the manufacturers, is the result of more than two years of research work—constant experimenting, testing and retesting by competent engineers to make sure that this new product will give that uninterrupted service day after day and month after month that is so gratifying and so profitable to the operator. Unlike many similar ray-guns on the market—Sharp Shooter is guaranteed to give complete satisfaction.

One look at the simplified mechanism of Sharp Shooter indicates why this new ray-gun is fool-proof and trouble-proof, requiring so little servicing on the part of the operator. Removal of a single front panel reveals the simplicity and smooth perfection of the entire mechanism—all working parts are fully exposed and easily accessible. On the rare occasions when replacement is necessary—a minute's time, the minimum of trouble, and presto! the ray-gun is back in operation and the profits are piling up steadily.

Most interesting of all, perhaps, is the very new and different unlimited shots feature of Sharp Shooter. With each coin the customer purchases 45 seconds' time, during which he may shoot as often as he is able to pull the trigger! Theoretically, the greatest possible number of shots is 111, but a person scoring more than 30 within the allotted time is doing very well indeed! This feature continually challenges the customer to better his own score, as well as compete with other patrons; and since there is no advantage to "stalling," it speeds up the play to a remarkable degree.

Many a club manager or tavern keeper who has confidence in his own skill posts an open challenge to all comers, offering food or drink gratis to anyone who can break his Sharp Shooter record—and is finding it fun as well as profitable. And by the way, this new Sharp Shooter seems to be going like wild fire anywhere it is placed—in restaurants, drug stores, hotels, department stores, camps, bowling alleys, pool rooms—even in railway and bus stations.

When the first ray-guns came on the market a year or so ago they were heralded with cries of enthusiasm. "Here," said operators, "is a game of skill that will tempt a definite class of trade—the sport lovers—men who shoot regularly for recreation, those who would like to do so but seldom get the requisite vacation, and those who have always wanted to shoot but lacked the opportunity."

They were right—and they were wrong! The ray-guns did definitely attract trade, but not the sort of trade expected; for they proved to have player-appeal of the most magnetic variety — drawing everyone from the old hand duck hunters to the greenest youngsters just learning to shoot. A short while later—to the amazement of everyone—feminine skirts and high heels began to rally round, becoming not only patrons but regular fans.

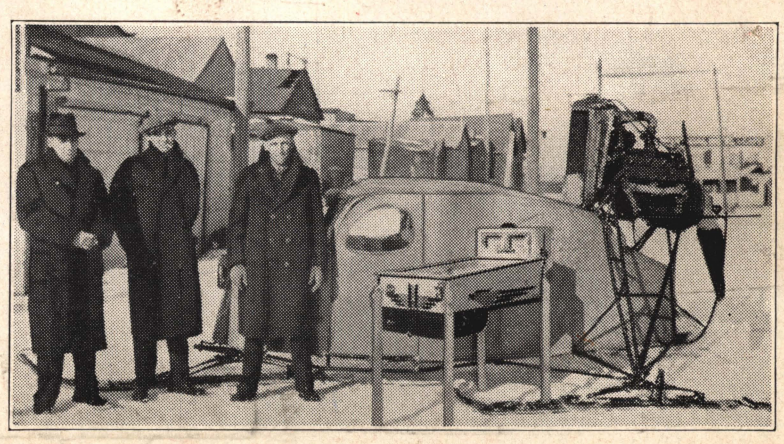
Then up popped the bug-a-boo of of most coin-operated devices—servicing. The new ray-guns—though attractive and potential money-makers—were not turning in the dividends expected because they were so often out of order, out of operation, out of the money! Operators became thoroughly disgusted and let the cobwebs gather, or worked like slaves to keep their ray-guns in money-making condition.

With Sharp Shooter on the market, however, there is no need for any operator to keep his head uncomfortably buried in the sands of past mistakes. To us this new Sharp Shooter appears to be an extremely profitable buy for a surprisingly small investment!

Ideal for Loafing

For a loafer, Paris is easily the most attractive big city in the world. One reason is that the climate makes it possible for the people to spend much of their time outdoors. Another reason is that the Parisians, living mostly in crowded apartments, are accustomed to spending a great deal of their idle time in sidewalk cafes where for the price of a cup of coffee or a glass of beer they can sit for an hour or two and watch people come and go.

This privilege is worth a lot to an idling visitor. Whereas in most other places, he is likely to find himself alone and lonesome a great part of the day, this seldom happens in Paris. Wherever he goes in the city, a loafing spot is available at a convenient corner. Here he can take his ease and watch the passing show which is always interesting. Though he wears an Indian costume, the natives will pay no attention to him. Freaks are not a curiosity on the boulevards where men with beards are more likely to wear berets than derbies.



SNOW-PLANE SPEEDS DELIVERY OF "SKIPPER" COMBINATION FREE game and payout bumper-type machine, manufactured by Bally Manufacturing Company. From left to right: F. W. Van Dusen, E. Van Dusen, M. Bush, all of Sun Specialty Company, Melfort, Saskatchewan, who use propeller-driver snow-plane to rush games to location.

A MAGNETIC new ATTRACTION

Exhibit's NOVELTY CANDY VENDER

MAGNETIC BECAUSE

It is an entirely new and original creation . . . . an exciting new merchandiser, modern as tomorrow and equally as interesting.

MAGNETIC BECAUSE

It is beautiful beyond compare with its two-tone, walnut and bird's-eye maple cabinet, brilliant lights and shining metal accessories.

MAGNETIC BECAUSE

It is irresistible to player and spectator alike . . . . Everyone is intrigued by its unusual action, its revolving table of gifts and its skill-controlled crane and claw.

MAGNETIC BECAUSE

It never grows old on location . . . . New merchandise makes it a new attraction and keeps play perpetually at a peak.

MAGNETIC BECAUSE

It commands the best locations . . . . attracts constant year around play . . . . and draws money like a magnet. Be first in your territory with this "magnetic new attraction."

EXHIBIT'S

Exhibit pioneered the novelty merchandiser field . . . . developed the first successful machines . . . . and popularized them both here and abroad. Success has followed success, with not a single failure. First, Exhibit built the Iron Claw. Then, the Novelty Merchantman. Next, the Imperial Digger. Later, the Rotary Merchandiser. And NOW a great NEW attraction — the Novelty Candy Vender.

It was displayed for the first time at the 1937 Coin Machine Show, where it created a sensation. Operators acclaimed it the greatest forward advance in merchandising machines since the Novelty Merchantman.

Exhibit's Novelty Candy Vender is an entirely new and different machine. It is more than a digger . . . . more than a rotating machine . . . . more than a vender. It is a magnetic new money-making attraction . . . . an original creation designed to meet a real need . . . . the need for an entirely new and original idea in a coin machine, one that will make money for operators year after year . . . . permanently . . . . continuously. Exhibit's Novelty Candy Vender *fills this need.*

COMBINES THE PROVEN "MONEY-GETTING" FEATURES OF DIGGER, VENDER AND ROTATING TYPE MACHINES

Exhibit's Novelty Candy Vender has all the *proven* popular features of digger, vender and rotating type machines. It has the revolving table laden with beautiful merchandise . . . . the ever popular digger crane and claw . . . . and it automatically vends full value in candy with every play. It has the added attraction of *two-way skill control!* A stop button controls the rotating table, and a dial affords complete skill control over the crane and claw *from time coin is inserted until play is completed!* Beauty, action, thrills, fascinating mechanism and smart new merchandise attractively displayed make Exhibit's Novelty Candy Vender one of the greatest money-making merchandisers in coin machine history. It is one of Exhibit's greatest achievements in 37 years of leadership.

GETS "UNHEARD-OF" COLLECTIONS EVERYWHERE

Bona fide reports from operators conducting accurate location tests in *all* parts of the country *show almost "unbelievable collections"* from the Novelty Candy Vender. Its play-compelling appeal has been PROVEN with "FULL Cash-box" collections and steady continuous play in almost every type of location. Let an operator tell you *in his own words* his experience with the Novelty Candy Vender—"Its mechanical action is intriguing . . . It stays on location permanently . . . and never loses its appeal. It has the same 100% trouble-free mechanical perfection as all the other great Exhibit merchandiser successes. *Here* is the machine to operate. Nothing can possibly equal it for BIG steady year around income." Take this advice and start NOW to build a route of Exhibit Novelty Candy Venders.

NOVELTY CANDY VENDER

REG. U. S. PAT. OFF.

THE 100% PERFECT MERCHANDISER BACKED BY 100% LEGAL THEORY

BUY THEM NOW...OPERATE THEM FOREVER

NEW MERCHANDISE MAKES THEM A NEW ATTRACTION

BIGGER LONG-TIME PROFITS are yours with exhibit's NOVELTY CANDY VENDER

The operators of merchandising machines are recognized as the Big Income Group in the coin machine industry. They operate year in and year out with little or no legal interference—without fearing loss of equipment and with no need for constantly buying new machines. *Their* big income is *permanent*. They have little or no competition. And new merchandise makes their machines a new attraction. Exhibit's NEW Novelty Candy Vender offers you the right opportunity to get started in this permanently profitable branch of the coin machine business. Read exactly how the Novelty Candy Vender operates . . . . study its legal aspects . . . . and note its exclusive advantages. Then resolve to get started at once operating Exhibit Novelty Candy Venders.

HOW IT OPERATES

Insert a nickel, and the circular playing field starts revolving. You adjust the crane and claw to the exact position desired, by means of a dial at the front of machine. Then, when the merchandise you want is directly under the claw, press a button and the revolving table stops turning; the claw goes downward to pick up desired article; and if you have exercised proper skill, the claw seizes your gift and lifts it upward. The crane then turns and deposits it in the payout chute. At the same time, you automatically receive a liberal portion of candy. The crane then returns to the exact position for which it was set, ready for another try at the same merchandise. Unused candy returns to the machine for re-use.

ITS LEGALITY

Merchandising machines have always been in a strong position legally. Where almost every other type of equipment is banned, merchandising machines continue to operate. With Exhibit's NEW Novelty Candy Vender you are in an **even stronger** position legally, for it permits player to exercise complete skill control during the entire course of play. In addition the player automatically receives full value in candy, the same amount with every play. This combination of 100% skill control and full value in candy with every play provides easy and definite proof that the Novelty Candy Vender is purely a vending, skill and amusement device. It is the one merchandiser backed by 100% legal theory.

CHECK THESE UNUSUAL FEATURES

Double Display Space—86% more than the average digger type machine. And 41% more than rotating type merchandisers. Increased space permits display of more and better merchandise.

Cheat-Proof Mechanism—Anti-tilt protector eliminates need for anchoring or weighting; and new *anti-cheat chute* positively prevents wiring and tampering.

Positive Trouble-Free Operation—The same trouble-free mechanism as Exhibit Diggers and Rotaries. Exhibit knows how to build merchandisers—builds them right.

Two-Way Skill Control—Player not only controls stopping of the rotating table, but has complete skill control over crane and claw during the entire course of play.

Automatic Candy Vender—Candy is displayed in a chrome and glass container inside the machine. A full portion of candy is automatically vended with every play.

Revolving Playing Field—Rotating table makes two full revolutions before stopping or player can stop it in desired position by simply pressing a button at the front of the machine.

Striking Cabinet Design—One of Chicago's finest cabinet makers, designed the Novelty Candy Vender. It is a masterpiece in eye appeal . . . . built sturdy and strong for a lifetime of hard use.

Exhibit's Patent Protection—U. S. 1963988—6-26-36; U. S. 1998625—4-23-35; U. S. 2019116—10-29-35; U. S. 1984997—12-18-34; U. S. 96162—7-9-35; Canada 351256—6-25-35; Brevete en France S.G.D.G. 791993—10-7-35.

HERE IS YOUR OPPORTUNITY

There is now a definite trend to merchandising machines because of their legality and their proven long-time earning capacity. The Novelty Candy Vender is your opportunity to get started in this permanently profitable field, and *get started right*. You still have time to be among the first in your territory with Exhibit's Novelty Candy Vender. So act at once. No training or previous experience is necessary in order to operate Novelty Candy Venders successfully. Simple instructions make profitable operation a certainty regardless of past experience. Selection of merchandise is made easy by the cooperation of merchandise supply houses who are continuously developing new and intriguing merchandise. They furnish it to you at very reasonable prices and in complete assortments ready for use in your Novelty Candy Venders. Write today for "Complete Operating Information on Exhibit's Novelty Candy Vender."

A Convenient Time Payment Plan Is Available to Responsible Persons . . . . Write or Wire

EXHIBIT SUPPLY COMPANY

4222 W. LAKE ST. . . . . CHICAGO, ILL.

Pacific Coast News

CONDUCTED BY ARTHUR L. DAHL

These are anxious days in California for distributors and operators who see their legitimate business, built up by years of effort and the investment of thousands of dollars, jeopardized by hysterical attacks from state and local officials. That out of the storm will come proper regulation that will be acceptable to all legitimate operators is not doubted, but for the present dealers and operators are anxiously awaiting the results of the legislation now under consideration by the California Legislature at Sacramento. Hearings on proposed bills to legalize operation of slot machines in California started on March 23 and will be continued until some satisfactory bill is reported out that will provide needed revenue for the state and will protect legitimate operators in the carrying on of their business.

As is so often true of any business, much of the criticism against pin games has been caused by the rapaciousness and greed of a few unscrupulous operators, who have placed machines in candy stores close to the primary and grammar schools where they are used by children. This condition has brought about a vigorous campaign by the Parent-Teachers Association, and the women's clubs, who thus get the newspapers to play up the evils of the system. The great majority of the operators who have large investments in equipment, are opposed to the placing of machines where they come in contact with the younger generation, and an organization of pin game operators has been perfected in San Francisco, to co-operate with those of Los Angeles, Oakland, and other cities in protecting their business. In the meantime, new raids and closures are being made daily in local communities, but much of this is occasioned by the spread of race track betting throughout the states. Bookmakers are as thick as sand and the placing of bets on races has lured many housewives to take a chance with the money intended for hamburger steak.

At a recent meeting of the California Music Operators Association, northern division, the following officers were elected for the ensuing year:

Jack Shoemaker, president; Ted Newman, vice-president and treasurer; Henry Day, secretary; Bill Corcoran, sergeant-at-arms.

The Association now includes in its membership 90 per cent of the music operators in San Francisco.

Recently a large delegation from San Francisco visited the Oakland Music Operators Association, and discussed mutual problems with President George A. Miller and Secretary A. Lamb of the Oakland Association, which is said to be 100 per cent effective.

J. P. Seeburg rolled into San Francisco recently in his new supercharged Cord and was the envy of all the boys along Golden Gate Row.

Al Gustafson, manager for Fred R. Moore branch at Seattle, spent a day or two in San Francisco checking up with Johnnie Ruggiero and Art Brant on the activities of this coast-wide organization. He said the Exhibit line was going over big in the Northwest.

Miss Wynn Denton of Wynn Novelty Company, San Francisco, believes in going places and doing things. She makes frequent trips to Los Angeles, Reno, Sacramento and way stations and she likes the air lines.

Wynn Novelty Company has recently taken on the Novelty Candy Vender, made by the Exhibit Supply Company, and reports great demand for these machines, as well as Skipper, Bumper and Home Run games. Wynn has also recently shipped several Shoot-A-Lite games to Hawaii.

Jack Inces, a former operator in Sacramento, is now in business in San Francisco.

Major Mohr, of Mohr Bros., Los Angeles, spent several days in San Francisco looking up old friends along Golden Gate Avenue.

Einar Wilslev, manager of Viking Specialty Company, San Francisco, has received an order from Palestine for some key rings, which are used by the home folks for carrying their money. Hebrew money of Palestine is made with a hole in the center, and the housewife carries her copper and silver coins on a key ring slung over her arm like a bracelet. The most popular size ring is one that will hold $30 worth of small silver and copper coins.

Spin-O-Sales Company of California, with headquarters at 510 Larkin street, San Francisco, is merchandising a new "Spin-O" game which is popular in taverns, clubs, cabarets and ball rooms, and is also used by merchants who give prizes for numbered sales checks. The customer spins the wheel and if his number comes up he gets a prize, or a free check.

Arnold Hirschfeld, doing business as Hirschfeld Sales Company, is moving to larger quarters at 736 Larkin street, San Francisco, where greater facilities for display and service will be available.

G. H. Leatherby, the pioneer music distributor of Golden Gate Avenue, San Francisco, is devoting a considerable part of his time to the introduction on the West Coast of the new Parkrite auto meter. The board of supervisors of San Francisco has adopted an ordinance permitting the installation of parking meters in the downtown sections, but actual introduction of the meters is being held up pending a final report by the police department. Some civic organizations are in favor of the meters while others are opposed, and considerable missionary work is necessary to educate the people to the advantages of the new parking plan.

Los Angeles is now studying the plan of installing parking meters, and the city attorney of that municipality is looking into the legality of their use. Long Beach, a nearby city, has used 400 meters for several months and reports satisfaction.

An "automatic doctor" has been invented in London, devised to help physicians localize any septic poisons in the human body. The machine is run over the patient's body, and whenever septic foci are encountered, the fact is registered on the dial of the machine. This machine will doubtless join with the blood pressure machine seen in every sportland, to mechanize the doctors' profession.

To prove that one can win the jackpot was the experience of Slim Summerville in making a recent picture in Hollywood. In the script he was required to play a slot machine several times, but on his first try the quarters came tumbling out of the machine until his two hands were

filled. The director called for a retake.

San Francisco will soon install vending machines for ice, following their successful use in Los Angeles. The vending machines will disperse wrapped ice from a meltproof container.

County Treasurer D. H. Lenox of Roseburg, Ore., thought he was cashier in a penny arcade when he was recently required to count 400 nickels paid into court by Frank Rossi, of Los Angeles, who was fined $20 for a recent misdemeanor. Rossi is a pin game operator.

Poker is not a game of skill, according to States Attorney-General U. S. Webb, of California, who ruled that Section 330 of the California penal code specifically prohibits games of chance involving cards, dice or any device on a percentage or banking basis, but held poker does not come specifically within this area. At the same time he again ruled all pin games and similar devices illegal, asserting any machine "staking on hazard" anything of value was illegal. He included in this category machines which yield merchandise to the successful player.

Candy and cigars have been the prizes offered by punchboard operators for so long that an enterprising dealer in San Francisco handling punchboard supplies made a great hit by offering a new type of prize consisting of choice California fruit conserves put up in attractive glass containers and displayed in artistic boxes. So appetizing and attractive were the new prizes that men in clubs who were not intrigued by the routine merchandise spent their spare change punching out numbers in the hope of becoming possessor of such an attractive box which they could take home to the "Missus." Many men reported that when their wives saw the beautifully prepared fruit conserve and tasted its goodness, they wanted more and the punchboard business flourished.

Rex Vending Company has established headquarters at 759 Ellis street, San Francisco.

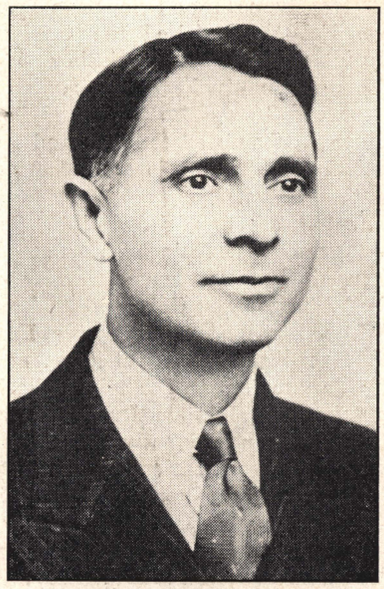
"Does your patient ring the bell when he wants you?" inquired the first nurse. And the second white clad beauty answered, "No, but he rings the bell, when he kisses me."

"Never pet a girl on a curve," warned the careful driver. But, the sheiky driver retorted, "Don't be silly! The nicest part of a girl to pet is a curve."

NORTH CAROLINA WURLITZER OPERATOR FINDS MUSIC PAYS

L. F. Cox, of the Cox Vending Machine Company, Salisbury, N. C., is no newcomer in the operating field. He is not altogether new in the music operating field but just the same, music has been one of the latest expansion moves of his organization.

Starting out last year with a relatively few phonographs, Mr. Cox,



L. F. Cox

like a lot of other far-seeing operators, realized that music could be made the "backbone" of any operating business and contribute a major share in the increasing success of any operating venture. His first taste of music operations conclusively proving the wisdom of his judgment, he literally jumped right into the music field with both feet.

Since last fall his organization has taken in over 100 automatic phonographs and at the recent Coin Machine Show in Chicago Mr. Cox placed a very substantial order specifying shipments to be made in carload lots.

In discussing the music operating field Mr. Cox paid glowing tribute to the way music has helped his other operations in general. We'll let L. F. Cox tell in his own words what he thinks about phonograph operations:

"As we are operators of Wurlitzers, we do not hesitate to say that the phonograph business is the best and soundest investment an operator can make to have a permanent income."

In addition to music the Cox Vending Machine Company is engaged in other divisions of the coin-machine business handling the products of Pacific, Western, Exhibit and Keeney.

NEW CHUCK-A-LETTE WITH DROP-HEAD COIN CHUTE ANNOUNCED

Announcement of a new Exhibit Chuck-A-Lette and Jockey Club with drop-head coin chute, safety clutch controlled, was announced to the trade this week. Deliveries began at the same time of the announcement, according to Exhibit officials.

The new Chuck-A-Lette and Jockey Club have smart new cabinets, stepped-up earning power and have features never before incorporated in an automatic payoff machine.

The drop-head coin chute on the new Chuck-A-Lette shows last coins played and selections made, thus preventing illegitimate hand payouts and discouraging slugs. The starter lever on the drop-head chute has a safety clutch that positively prevents coins from jamming and starter lever from breaking.

Reports from operators show that the new Chuck-A-Lette is actually getting 50 per cent more money than the original model. They report fast and furious seven coin play and "unheard-of" collections.

Operators will be pleased to know that expert engineering and new methods in production have enabled the Exhibit Supply Co. to sell the new Chuck-A-Lette at the same price as the original models, no advance in price. The interchangeable feature of changing from Chuck-A-Lette to Jockey Club right on location by merely changing reels and playing field is still a headline attraction.

Jobbers and distributors from all parts of the country have been at the Exhibit plant all week long reviewing the new model. And they are unanimous in pronouncing it a distinctive new hit.

"How did your plan to hitch-hike to Chicago work out," questioned the reporter. And the publicity seeker replied, "It worked without a hitch. I had to walk."

Draw your wisdom from old men, and your enthusiasm from young men.

Experience and judgment must be gained by the slow process of doing.

CHICAGO COIN'S "HOME RUN" SCORES A HIT

Ben Raskin, who is at present bringing the Chicago Coin hit, Home Run, to operators throughout the South and East sections of the United States, writes that he is busy soaking up sunshine and baling stacks of orders for both games, according to Sam Wolberg at the Chicago plant.

Raskin writes of an amusing incident that occured many miles south of the Mason Dixon Line.

He writes: . . . and speaking of playing appeal, Home Run demonstrated its powerful attraction in an unusual way the other evening. Down here in this little city there is a semi-pro ball team that utilizes the late afternoon hours at this time of the year for its training activities. The players all meet after work in a cigar stand, and the bus provided by the sponsor of the team drives them out to the park. Incidentally, I saw them work out and there are some ball players—and I mean ball players on this outfit.

At any rate, on this particular day of which I write, a local jobber, who controls a lot of territory, and I were running a test on Home Run in the cigar store. We had started the test at one and by five o'clock the jobber's order, originally for ten machines at two p. m. had grown to five times that amount. Naturally, the test was successful, so we prepared to put the Home Run back on the trailer.

At that moment the ball team walked into the location and within five minutes you could not see Home Run for ball players. I didn't have the heart to take the game down, and I thought that after each of them had played a few times, I could pack up and leave. You can believe it or not, I waited for forty-five minutes for a let-up in play. None came, and I went out to dinner. I returned at six-thirty and they were still playing, all thoughts of actual baseball practice completely forgotten. A few minutes later in stormed the manager and sponsor who was the local cloak and suit magnate. The air crackled with plenty of censorable language for a few minutes, and I was waiting for a crash that would have meant more delay while you shipped me another sample Home Run. I faded into a telephone booth and called the jobber, but when I came out I realized that I might have saved my nickel. The manager was playing Home Run and the sponsor was jeering at his misses and cheering at his hits!

We took Home Run down at midnight and by that time the order from the jobber had jumped to seventy-five. I am looking for another town with a semi-pro ball club!

A Landmark

Hairy Customer: "Hair cut, singe, shampoo, moustache clipped and beard trimmed, and—er—where can I put this cigar?"

Barber: "Would you mind keeping it in your mouth, sir? It'll be a sort of landmark."

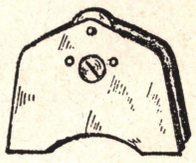
STONER ANNOUNCES NEW PRICE ON AIR RACES

Due to the increase in the cost of materials and production costs, it has been necessary for Stoner to increase the price on their game, Air Races, to $159.50.

Sales Manager, C. R. Adelberg, sends this announcement from their offices in Aurora, Illinois.

Mr. Adelberg further comments, "We attribute the success of Air Races to the fact that we have built a game with fine workmanship, mystery chute, mystery odds, and planty of player appeal." An unbeatable combination of "The Aristocrat Line" made famous by the Stoner boys.

ROLLER BEARING



Case Hardened Steel Percentage Regulators

For Mills, Jennings, Pace and Caille Machines

40c EACH
$4.20 PER DOZEN
$30.00 PER 100

State make of machine and if 10 or 20 stop

LOUIS HENRY
925 Lindley Avenue
PHILADELPHIA, PA.

• LADY LUCK •

1200 Hole——Form 4190

Takes In $40.00
Pays Out 19.00

Price with easel.....$1.22
Plus 10% Federal Tax

HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS

Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

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LARGEST BOARD AND CARD HOUSE IN THE WORLD
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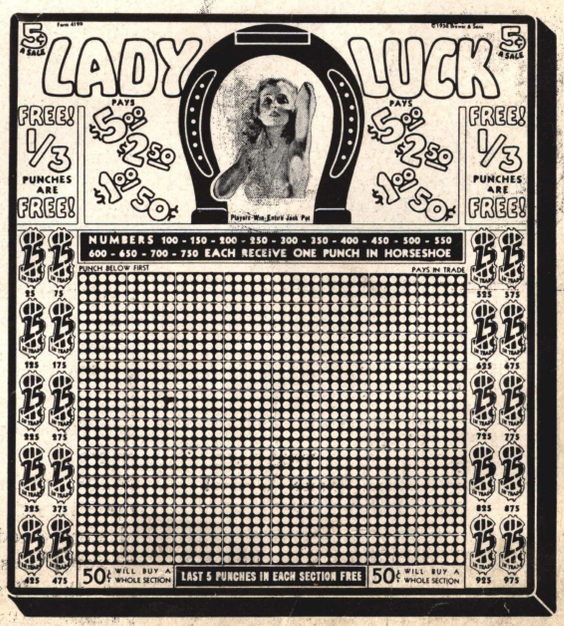
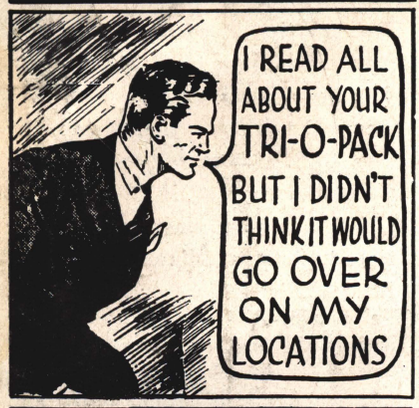


AN OPERATOR WROTE..



A 7 DAYS FREE TRIAL WILL CONVINCE YOU TOO THAT TRI-O-PACK IS THE BEST AND BIGGEST MONEY-MAKER YOU CAN BUY AT SO LOW A PRICE!

TRI-O-PACK

"Earns more money than any ten other counter games," says Prominent Operator.

$24.75

TAX PAID

Get Busy! Rush Your Order!

Electro Ball Co., Inc.

1200 CAMP STREET

DALLAS, TEXAS

DAVAL PRESENTS DOUBLE COUNTER GAME TRIUMPHS

Daval Manufacturing Company of Chicago who have brought the greatest counter games in the history of the coin machine industry to the trade, and whose games have won Gold Medals as well as one of the finest Testimonials in this business from operators, jobbers and distributors everywhere are proudly presenting two triumphs for the spring.

The two games are the brand new Double Deck and the already established leading counter game with cigarette award action, the Tri-O-Pack. Double Deck is the first counter game in the industry to offer the players double action for their investment. The game shuffles and deals the player two complete hands of poker. He takes his choice from among these hands for the one offering him the biggest award.

Double Deck was reported by Mr. A. S. Doughs, president of Daval, as, "Doubling profits for operators everywhere. This game is one of the most outstanding surprise games in the industry. It was very quietly presented. There was no fuss or bother or fanfare or ballyhoo made about it. Leading distributors saw it at our factory and ordered a few samples. From that moment on the wires have been kept hot constantly by leading jobbers and distributors throughout the country asking for immediate delivery of as many as we can ship them.

"The game has decided value to the operator in the fact that it not only offers better, bigger, jucier and more tempting odds to the players, but, it actually gives the players double their money's worth of thrills and action. This is the first non-automatic payout counter game that makes such a thrilling offer to the player as that of two complete poker hands from among which he can choose the best one for the award.

"Furthermore, Double Deck is actually creeping up on the big sales of Tri-O-Pack. Tri-O-Pack is one game that will live for many years to come for it offers the best proven method of counter game play plus changing odds and mystery award action, these latter two appearing for the first time in any counter games. Furthermore, it is a penny play game. We have long since learned that penny play counter games are always the best. Players will readily invest all the loose pennies they get for change as well as all those they have in their pockets in an attempt to win free packs of cigarettes.

"One large cigarette machine operator in Ohio uses Trio-O-Pack to stimulate the sale of cigarettes from his machines. He places the Tri-O- on the counter and everytime the player gets a winner the storekeeper buys his cigarettes for him from the machine. In this way the operator has both a check on the amount of cigarettes paid out as well as the best sale on cigarettes he has ever enjoyed and at the same time profits doubly from the sale of the cigarettes from the cigarette machine.

"Tri-O-Pack can be used in a hundred ways to stimulate business for storekeepers. One operator in Louisiana told me that six of his locations wanted to buy the Tri-O-Packs simply because they have boosted their cigarette sales to such a peak that they have gotten the lowest price possible from the wholesaler in their territory buying in large quantity. In this fashion Tri-O-Pack has helped these storekeepers to realize generally greater profits from their own merchandise which is the backbone of their business.

"Both Tri-O-Pack and Double Deck lend themselves to a myriad of promotional and money-making plans. Operators who have these machines will not trade them in for any game in the world. In the first place they paid less for these games than they have for any others they have purchased. They do not have to pull them out of the location in two or three weeks and switch. The machine actually makes friends of the players and within 24 hours becomes glued to any type of location. With so many advantages from Double Deck and Tri-O-Pack staring the operator in the face and with the definitely established fact that these machines are the greatest counter game profit getters that were ever built, is it surprising to learn that our factory is working at top speed to get orders out to all the largest jobbers, distributors and operators in the country.

"When we make the claim that Tri-O-Pack and Double Deck are are 'double triumphs' we make no idle boast. Any operator can try these games on our seven days free trial and convince himself. These are the only games in the industry with such a daring free trial feature."

BIG SCORES ON BASEBALL GAMES LIKED

CHICAGO—Al S. Douglis, president of Daval Manufacturing Company, this city, producers of de luxe counter games, who now also have two novelty pin game hits on the market, Buttons and Daval Baseball, reports that he finds the players like the Daval Baseball because it allows for high scores of runs.

Daval Baseball is the only game that features the possibility of scoring 20 runs in a single game. This is arranged, according to Mr. Douglis, by the use of an upper and lower skill shot roll-over contact which can get the player anywhere from two extra bases to two extra runs.

"At the same time," Mr. Douglis says, "we have so arranged the bumper coils on Daval Baseball that the possibility of scoring runs is greater than on any other game. Yet, this constant thrilling score action only enhances the play. The fact that the player can get as high as two runs by going over one of the roll-over contacts on the board and yet scoring further bases by hitting the coils on his way down the board keeps a great deal of action in the game. We have players keep right at the game until they have used up their five balls and are so deeply interested that they start trying to bring up more balls without realizing that they have used up their allotted number.

"It was on the suggestion of ten leading operators, as well as our well known distributors that we placed this greater scoring action into Daval Baseball. We are told that the players want such a game, and these words have proven themselves since.

"Whatever the psychology back of the large number of runs or the big scoring is, we haven't been able to determine. We do know that this is the action most apreciated by the player. Perhaps it can be likened to the fact that the average man likes to have a lot of single dollar bills in his possession instead of just one fifty dollar bill.

"Because of this play feature Daval Baseball is leading the field at the present time. Repeat orders have come in for large quantity delivery from those men who tried out the first rough models for us. Our long distance phone and teletype have been buzzing constantly for more deliveries. It has just become a question of speed delivery and we are trying our best to reach a production record for our factory."

Mr. Douglis also stated that Daval Baseball was presented as a surprise game for his distributors following closely on the heels of Buttons.

Buttons has been taking everywhere and is proving itself one of the best games of the year. It is believed that Daval Manufacturing Company is the only factory in the industry at this time producing two great novelty action pin game hits simultaneously.

DAVAL FACTORY KEEPS BASEBALL PAYOUT MYSTERY

Chicago — Daval Manufacturing Company has been swamped with requests since their first announcement of their baseball pin game payout machine.

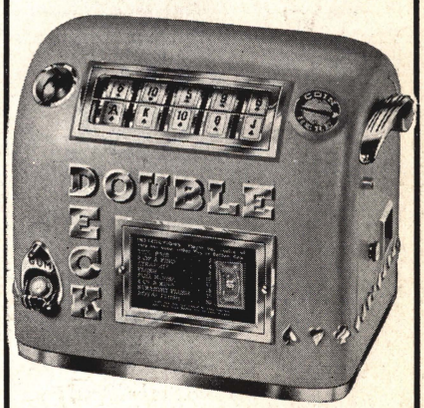
The firm surrounds facts of this game with deep mystery. They claim that their reason for not having produced a pay table for sometime was due to the fact that they were seeking the kind of game that would meet with popular approval and that was definitely proven as a money maker. The firm reports that ten of the games have already been placed on their locations and that earnings were so great that the operators making the tests offered to buy these hand made models. The factory insisted on their return. Any defects can be discovered in the hand made models prior to production. Therefore, these games are torn down and thoroughly gone over by the engineers before high speed production starts. The game, though based on a baseball theory, uses the baseball action for its payout feature. The automatic payout is so controlled that it creates realistic baseball action of a kind never before seen in the industry.

Every modern manufacturing feature is incorporated in the game. Many new units being used are manufactured in the Daval factory solely for this game. The firm believes that they have perfected the best automatic payout unit that has ever appeared in the industry. This unit has been completely developed and perfected by Daval engineers right in the Daval factory and has undergone every possible sort of location test.

"Hit and Run, our automatic payout baseball game," Mr. Douglis, president of the firm says, "will truly be the most sensational game in the automatic payout class ever produced. Just wait for it."

WITH THE SPEED AND SURPRISE OF A BOLT OF LIGHTNING—DAVAL'S NEW COUNTER GAME . . .

DOUBLE DECK



Is doubling profits everywhere because it gives players double their money's worth of big, thrill action and big, tempting, juicy odds! It doubles the profits earned from Daval's world famous "Chicago Club House" because it gives players two complete poker hands to choose from! Be first with Double Deck!

Only...

$22.50

TAX PAID

RUSH YOUR ORDER NOW!

ELECTRO BALL COMPANY, INC.

1200 CAMP STREET

DALLAS, TEXAS

A. B. T.'s COIN DETECTOR PRAISED

Rapidly, and with cheers, manufacturer after manufacturer is accepting the A. B. T. Commercial Coin Detector as an indispensable asset to every type of coin operated equipment he produces. This recognition of the value of the Detector to operating, is a definite proof that, once again, the A. B. T. Manufacturing Company has been of inestimable service to the industry, according to the president, Walter Tratsch.

"In use on all types of coin operated equipment that works with a coin chute, the Commercial Coin Detector has definitely proved its ability to eliminate the slug menance," said Mr. Tratsch. 98 per cent of the slugs known to be acceptable in coin operated machines will not be accepted by our Detector, thus enabling the saving of untold sums in present and future operating. The apparatus itself is simple and cannot fail in its duties. It is compact in size and devised to fit games and other coin operated devices which require use of 5c, 10c and 25c coins. According to the engineer at the A. B. T. plant, acceptance of the detector has been nation-wide. Thousands of letters have been received asking for technical advice and many thousands of coin detectors have been put on machines that were in operation prior to the time we released our Commercial Coin Detector.

The general opinion among operators is that the Commercial Coin Detector has been the most outstanding contribution to operating within the last two years.

NEW KEY RINGS
Specially Made for Vending Machine Operators
No. 9-W Holds 80 to 100 Keys—35c
No. 18-W Holds 100 to 150 Keys—50c
Postpaid—Stamps Accepted
SATISFACTION GUARANTEED
Large Vending Machine Catalog Free With Order, If Requested
VIKING SPECIALTY CO.
530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

Detroit's
FINEST LOCATION
If "convenience" is important to you then by all means select Hotel Tuller - right in the heart of downtown Detroit - close to stores, theatres, office buildings, and all transportation. Excellent food served at low prices in the Tuller Coffee Shop and Cafeteria...Detroit's friendliest hotel.
HOTEL TULLER
800 ROOMS
WITH BATH FROM $2 SINGLE
Robert Hensley... Manager
FACING GRAND CIRCUS PARK

ONE OF THE SIXTEEN
ALBERT PICK HOTELS
4500 ROOMS IN 8 STATES
CHICAGO, ILL.....GREAT NORTHERN
DETROIT, MICHIGAN.....TULLER
DAYTON, OHIO.....MIAMI
COLUMBUS, OHIO.....CHITTENDEN
COLUMBUS, OHIO.....FORT HAYES
TOLEDO, OHIO.....FORT MEIGS
CINCINNATI, OHIO.FOUNTAIN SQUARE
CANTON, OHIO.....BELDEN
INDIANAPOLIS, INDIANA.....ANTLERS
ANDERSON, INDIANA.....ANDERSON
TERRE HAUTE, INDIANA.TERRE HAUTE
ASHLAND, KENTUCKY.....VENTURA
OWENSBORO, KENTUCKY.OWENSBORO
JACKSON, TENNESSEE.NEW SOUTHERN
ST. LOUIS, MO.....MARK TWAIN
WACO, TEXAS.....RALEIGH
ALBERT PICK HOTELS
PICK, in print, should always suggest ALBERT PICK HOTELS

BILL WOOLLEN SAYS "COMBINATION" IS THE ANSWER

Known from coast to coast and border to border, William, "Bill" Woollen, sales manager for the Buckley Manufacturing Company in Chicago, is generally regarded as one of the most genial and cordial executives in the coin machine industry. The thousands of coin men who have had the pleasure of meeting and doing business with Bill consider him a "gentleman" in every sense of the word. More commonly, they call him "a swell fellow!"

His never failing cheerfulness and courtesy, even in the face of the most trying circumstances, are a source of constant wonder to his associates. They tell the story of a jobber who, because he is notorious for his fault finding and tendency to chisel, is never welcome where he visits. This jobber, shouting the details of a fancied grievance, stormed into the Buckley plant a short time ago demanding satisfaction of every one, from the office boy up.

He was quickly shunted into Bill's office, and after a tense half hour, during which the office force debated the advisability of calling a riot squad or an ambulance for Bill, both the jobber and Bill walked through the door, arm in arm! Bill later said that the jobber had laid cash on the line for 10 Combination games along with a deposit for 10 more.

"It isn't always as easy as that," said Bill, "but it just goes to show that our new game, Combination, can solve more than one kind of problem. All I had to do to calm the man was to show him the game and how it works. The rest was easy, just as easy as it is for every operator to solve his location problems with Combination. Had I taken the hard way, and argued with the jobber, I'd have lost, probably a customer, who, in spite of his personal characteristics is valuable for his good will and purchasing power. Generally, I don't moralize, but I do want to say this: don't argue with your locations by giving them games that don't get the play. Take the easy way to all-around satisfaction and give them Combination."

U-NEED-A-PAK PRODUCTS CORPORATION CELEBRATES TEN YEARS OF PROGRESS

This year marks the tenth anniversary of the founding of U-Need-A-Pak Products Corp. manufacturers of cigarette merchandising machines.

This company was founded in 1927 by Mr. Louis Steiner, at which time the plant occupied a very limited space as well as limited equipment and tools to work with. At that time it was necessary for Mr. Steiner to work with only a few employees, to help build an organization which would be a factor in the field of cigarette vending machines. After considerable experimenting and years of industrious endeavor, the light of success began to shine.

Employs Over 200 Men

The corporation is now recognized as one of the largest in the cigarette merchandising machine manufacturing industry. Whereas they once occupied a very small space, they now occupy three entire floors in the same building at 57-59 Jay Street, Brooklyn, N. Y.; and employ almost 200 men in the manufacturing division and over twenty people in the executive branch. They also maintain a sales staff which covers the entire country.

Manufactures Complete Line

Manufacturing a complete line of cigarette vending machines, U-Need-A-Pak has done much to satisfy the every need of the operator and has always contended to produce the "greatest value in cigarette vending machines."

Based on the mechanical genius of its president and founder coupled with the promotional foresight and business acumen of the remainder of its executive staff, U-Need-A-Pak has accomplished much in converting the ordinary cigarette vending machine into one of beauty in color and form.

Displays at Chicago Convention

While celebrating their tenth anniversary called, "A Decade of Progress" at the National Coin Machine Convention in Chicago last January, U-Need-A-Pak displayed some of its newer models. The attending operators and jobbers were amazed at the simple beauty of two-toned color combinations and the sturdiness and mechanical perfection of the machines.

U-Need-A-Pak has celebrated its tenth anniversary by showing the unmistakable signs of progress which every modern organization should possess. We now look forward to this same fortitude that has stamped them as one of the pioneers of the modern cigarette vending machine age to carry them into greater fields of mechanical merchandising.

BE CERTAIN YOU RECEIVE ELECTROPAK WHEN ORDERED

In a forceful statement directed to the operating fraternity, A. B. Chereton, president of the Electrical Products Company of Detroit, warned against power packs whose sole claim to consideration lies in the purpose for which they are offered.

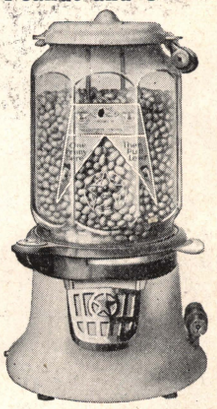
"Operators must take care that the man to whom they give their orders for power packs will make delivery on the brand they order. I stress this point because it has come to my attention that orders have been taken for Electropak, but that the purchaser received an inferior product, though similar sounding in name. This is gross misrepresentation on the part of the order taker, and unless operators and jobbers "crack down," they will incur serious losses. These losses will take the form of power loss, increased overhead in operating, increased expense due to continuous unit replacement and eventually loss of the location. Jobbers will eventually lose a large power pack market which has been built up by Electropak.

For the protection of profits, and of as great importance, for the physical protection of both equipment and location property, operators should carefully examine the facts of power pack construction and performance. They must ask themselves these questions: who pioneered the pin-game power supply field? What pack, by every test, has proved its dependability? What pack is in use in 98 per cent of the games manufactured today? What pack supplies unfailing power to more than 200,000 games in operation at the present time?

"I am proud to say that the answers to these questions must invariably contain the words "Electropak" and "The Electrical Products Company."

"If those operators and jobbers who have been made unwilling victims by an unscrupulous salesman will contact me and reveal the name of the person who accepted their money under false pretenses, I will take most drastic action to put an end to such unethical practices."

COLUMBUS
Model "M"
Peanut and Confection Vendor



How long will your machines be productive? Why Experiment? Eventually you will use Columbus Vendors

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

IF YOU ARE INTERESTED IN CIGARETTE VENDING MACHINE OPERATION now or in the future — IT WILL PAY YOU TO GET ON OUR MAILING LIST . . .

U-NEED-A-PAK PRODUCTS CORP.
57 JAY ST. BROOKLYN

U-NEED-A-PAK PRODUCTS CORP. 57 JAY ST. BKLYN N.Y.
Put me on your mailing list
NAME _____
ADDRESS _____
CITY _____

WERTS POK-ER-BOK WINS ACCLAIM

The popularity of Pok-er-Bok is sweeping the country. Operators and dealers are enthusiastically pushing it because it attracts the crowds has a quick turnover and pays a handsome profit on a small investment. Good locations, we are informed, sell out from three to five deals in a single day and the deals pay an average operator profit of $28.00 each.

The Pok-er-Bok ticket jar contains 2,040 tickets selling at 5c each. It pays an average of 85 per cent to the players and has a total of 127 cash prizes that pay up to $10 each. The prize value of each ticket is determined by the poker hand printed on it. Certain hands entitle the player to draw off the jackpot card on which there are two $5 jackpot prizes, nine $2 to $10 prizes and 37 $1 prizes. In addition to these prizes there are a total of 114 jar winners ranging from 25c to $2 each.

Poker is the most popular of all card games and it is this tremendous public interest plus the attraction of big cash prizes that has made Pok-er-Bok a sensational success over the period of a few months.

The Werts Novelty Co., Inc., of Muncie, Ind., are the originators of jar deals and more recently the combination jackpot card and jar deals. In addition to Pok-er-Bok their line includes the RO-WO-BO, 1800 three-color ticket and number deal, the Pick-A-Tick Twin Jackpot deal—Jar-O-Smiles and Jug of Gold. Also a complete line of baseball daily books, weekly and daily series and special tickets of all kinds and the Mateo Daily Book. Better get lined up for the big baseball season.

Mr. Fred Werts (left) of the Werts Novelty Company, Inc., and his Salesmanager, Mr. A. Don Shide'er (right) are shown here with their new sensational Jar Deal, "POK-er-BOK," in a photo taken at the recent Chicago Coin Machine Show.

DAVAL DOUBLE DECK DEALS OPS NEW DEAL

Chicago — Daval Manufacturing Company reports that their newest counter game, Double Deck, "is dealing the operators a new deal everywhere in the country."

The firm states that they are in receipt of complimentary letters every day from operators everywhere in the country telling them that the Double Deck is the best money-making counter game that they have had.

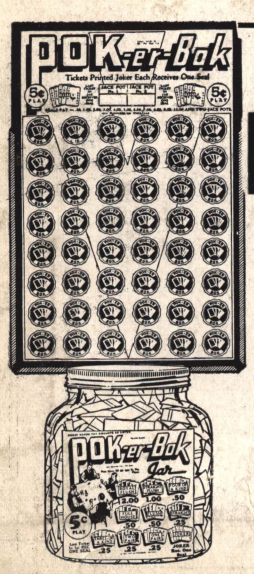
Mr. A. S. Douglis, president of Daval stated, "Some weeks ago we predicted that Double Deck would even lead Tri-O-Pack sales. Tho this hasn't as yet become true, there is no doubt from the tremendous demand for this game that Double Deck is going to lead all sales to counter games in the industry.

"The reaction to the game from locations everywhere in the country has been marvelous. Operators continue to report to us that the machine gets started immediately on the location and that it holds the interest of he player.

"The Double Deck is based on he famous Chicago Club House that we presented some years ago and which many operators still claim to this day was the greatest counter game ever introduced to the coin machine industry.

"But, we have gone the Chicago Club House one better in play appeal by giving the players two hands to choose from and therefore twice the appeal and the attraction.

"The player sure gets his money's worth from Double Deck. It is the game that is giving the counters of America a new deal, and dealing double profit poker hands all day everywhere."



127 PRIZES PAY TO $10 EACH

POK-er-Bok

AVERAGE PROFIT $28.00 PER DEAL

More fascinating than poker. Pays 85% to players. Two $5 jackpots—nine $2 to $10 prizes. 37—$1.00 prizes on jackpot card—114 Jar Winners from 25c to $2.00 each.

OPERATORS CLEANING UP!

No expensive equipment to buy. Small initial cost. Jars used over and over again with low cost refills, gives operators increased profits. NEW Tickets and Seals are TAMPER-PROOF.

SAMPLE DEAL $6.50 Send for Sample. Ask for quantity operator and distributor discounts with complete money making facts.

WERTS NOVELTY CO., Inc. Dept. A-W-4 MUNCIE, IND.

BASEBALL GET FACTS ABOUT THE WERTS COMPLETE LINE OF BASEBALL SERIES TICKET BOOKS. CLEAN UP DURING THE BASEBALL SEASON!

The Choice of SUCCESSFUL OPERATORS

"EVERY LOCATION OWNER WILL BE PROUD TO HAVE ONE OF THESE BEAUTIFUL NEW MODELS IN HIS PLACE"

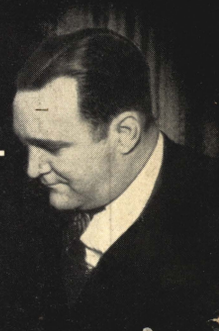
F. C. Cashion - W. J. McPike
Standard Automatic Music Co.
Little Rock, Arkansas

"THE BEAUTIFUL NEW WURLITZER LINE IS A HONEY"

L. B. McCormick
Greenville, N. C.

"WURLITZER-SIMPLEX TOPS THEM ALL—MOST COMPLETE LINE IN THE COUNTRY"

A. E. Stokes
Tyler, Texas

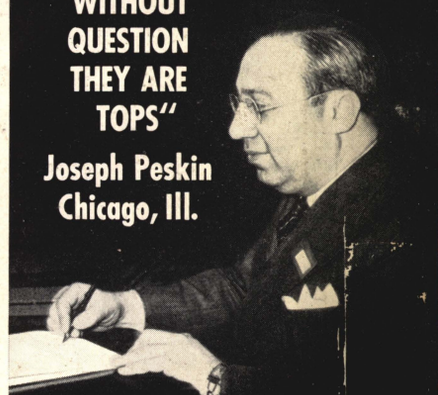


"1937 SHOULD BE A WOW OF A YEAR FOR SIMPLEX OPERATORS"

Art Herman
Kingston, N. Y.

"WITHOUT QUESTION THEY ARE TOPS"

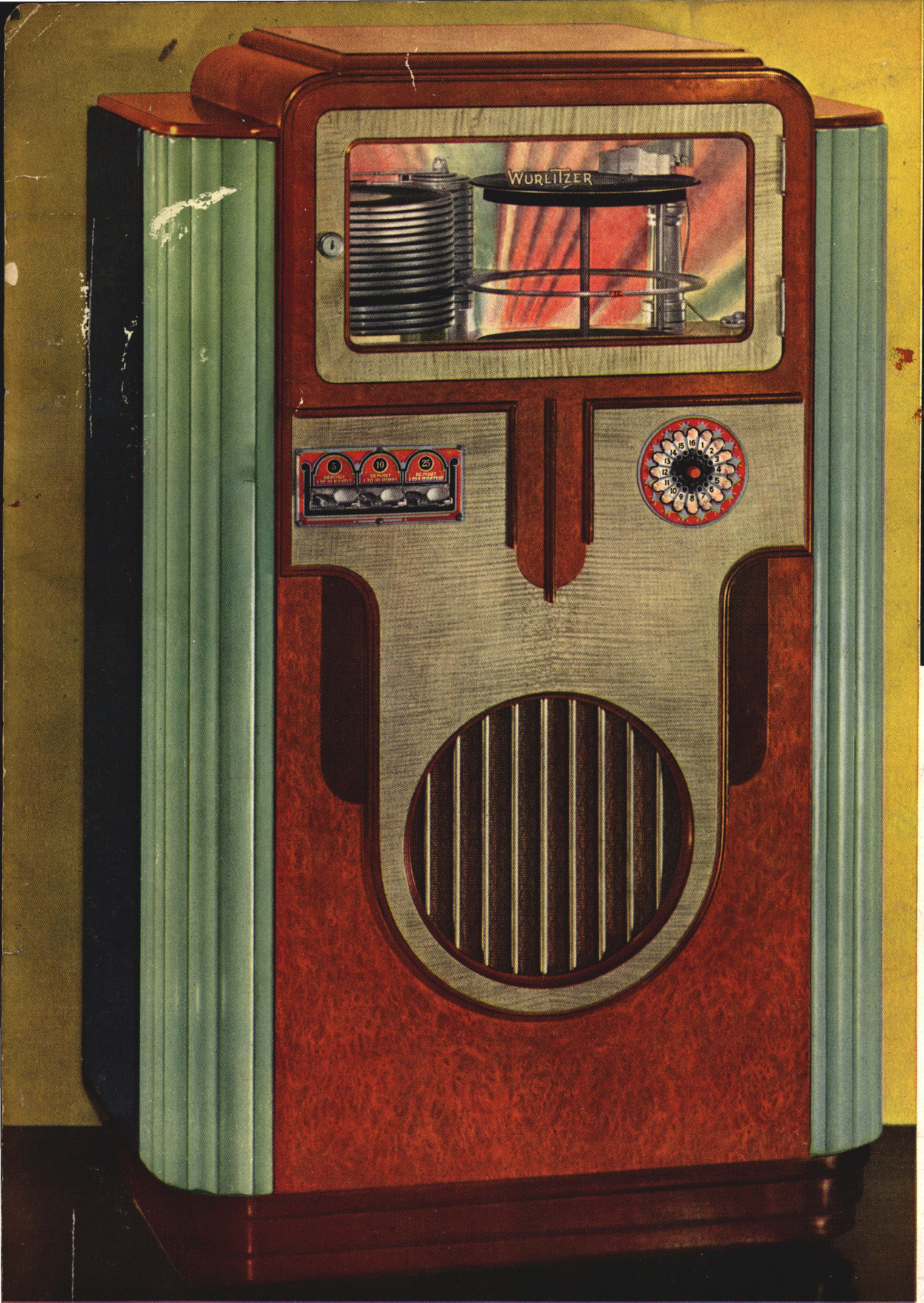
Joseph Peskin
Chicago, Ill.



WURLITZER SIMPLEX

AUTOMATIC PHONOGRAPH

At Left . . . MODEL No. 616-612



OPERATORS MAKE MORE *Money* WITH WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS

"The gradual development of improvements in the Wurlitzer line without obsoleting my present Simplex instruments sure makes a hit with me. The 1937 line is superb and should enable Wurlitzer operators to continue to get and hold the best locations.

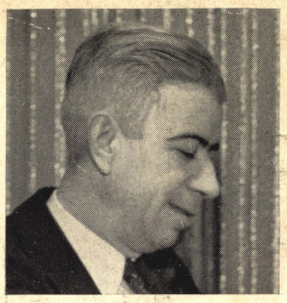
F. A. BLALOCK, PENSACOLA, FLORIDA

"This is my third year in the music game but I've never seen values to equal those offered by the 1937 Wurlitzer-Simplex. That's why I'm 100% Wurlitzer year after year."

C. E. GLASGOW, G & S AMUSEMENT CO., NASHVILLE, TENN.

Above . . . MODEL No. 316-312

Again, from every corner of the country, comes the word. Wurlitzer-Simplex operators are lining up the big locations, the live locations, the real money making spots with Wurlitzer-Simplex Automatic Phonographs. Find out why. See these beautiful instruments in action—hear them play—and you'll have the answer. No other automatic phonograph can compare in eye or ear appeal with the Wurlitzer-Simplex.



"There surely is big money in automatic music. With the beautiful new Simplex models there will be more money made than ever before by smart operators who line up with Wurlitzer."

CHARLES EWING, EVANSVILLE, IND.

"The life-like reproduction of the Wurlitzer-Simplex is amazing. We're with you 100% in 1937. Just ordered 100 more."

M. FORMAN, WATERTOWN, N. Y.

"We can't miss with the '37 Wurlitzer - Simplex. Watch us go!"

DAVE MARION, MARION COMPANY, WICHITA, KANSAS

"All we can say is that the wonderful 1937 Wurlitzer-Simplex line will be hard to beat in 1938. All you can do is gold plate the present line."

R. T. THOMASON, SPARTANBURG, S. C.

Above . . . MODEL No. 716-712

Decide now to fall in line with America's most successful operators—to get and hold the big, profitable locations in your territory. Operate the greatest instrument in the entire automatic music field. Write, wire or phone for complete information on the Wurlitzer-Simplex to-day. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. *Canadian Factory:* RCA-Victor Co., Ltd., Montreal, Que., Canada.

"The 1937 Wurlitzer-Simplex sets an all time high for beauty of appearance and performance. Looks like still another Wurlitzer year to me."

J. T. ENGLISH, FORSYTH, GEORGIA

"Congratulations to Wurlitzer on the way they take care of their operators—no obsolete models and the 1937 line is a 'beaut'. We expect to get every worthwhile location in our territory."

MORRIS HANKIN, HANKIN MUSIC CO., ATLANTA, GEORGIA

"Wurlitzer certainly does things. A big, new 1937 line that doesn't obsolete a single bit of my present equipment. Believe me, I'll play ball with fellows who play ball with me and have ordered another 100 Simplex machines."

C. C. JOHNSON, COIN AUTOMATIC MUSIC CO., FLINT, MICH.

PRINTED IN U.S.A.

At Right . . . MODEL No. 416-412

Get and Hold the Best **LOCATIONS** *with the*

WURLITZER-SIMPLEX

AUTOMATIC PHONOGRAPH

Unlimited Possibilities for Photo Electric Apparatus

By JEROME ROSSETTI,
Vice-President and Chief Engineer,
Universal Control Devices, Chicago.

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THROUGH these discussions on the various phases of operation of photo cells and photo cell amplifiers, a better understanding can be gained of the hundreds of cases to which this type of equipment can be used. Even those of us who live with these electronic problems daily, and who make amplifiers which harness the energy of photo cells, have no idea of the limits to which photo cells can be applied. No stretch of the imagination has so far been able to show all of the possibilities of this simple little device. However, the more familiar one becomes with its powers, the easier it is to realize that all about us are things which have potential uses for photo cells. These ingenious devices add impetus to that old saying, "wonders never cease."

Based on the countless jobs that photo cell apparatus is already performing in industry, it seems but a short time hence when one can travel through any manufacturing or assembly plant in the country and see one or more vital jobs being done through the aid of photo cells.

There are literally dozens of cases daily, where men in all walks of life and in every conceivable business find problems which they place before the electronic engineer. Things which are now being done manually or mechanically can often be done better and cheaper by photo cell methods, and, of course, with more accuracy and efficiency.

We must remember that when speaking of photo cell applications, the cells alone cannot do a complete job. Their work is simply the primary function. They create a tiny electrical impulse in the presence of light; and that is all they do. To utilize this light created energy, an amplifier is required.

Because the success or failure in adapting photo cells to a given job depends on the proper engineering of the amplifier, we often refer to the amplifier as the "heart" of the apparatus. Some work requires an amplifier with greater sensitivity than others. Some requires more stability. Others may require speed, while in another type of work we find that speed is a detriment to the smoothness of operation.

So the "heart" of the photo cell equipment must be "right." With proper training and experience in photo cell work, the electronic engineer knows what a photo cell can be made to do, and it remains for him to thoroughly understand every phase of any new problem in order to design an amplifier which will produce the desired result. In attacking a problem, he must know what his dimensional limitations are, whether a forward or reverse operating direction is required, and he must determine the necessary speed of operation.

In this discussion, I propose to take up the action of the direct response type of circuit in order to convey a word picture of what occurs when various intensities of light are focused on the photo cell. My previous article explained the three common types of cells, namely the conductive, the generative, and the emissive. We learned that the conductive type was the oldest of these and that its characteristics limited its uses. We also found that the generative type is made in a wet and dry variety and differs from the conductive type in that it converts light energy falling directly on its face into electrical energy. The emissive type has none of the sluggish characteristics of the generative and for that reason is now the most commonly used photo cell.

By connecting a battery and a very sensitive galvanometer in series with an emissive cell, we can see what electrical action is taking place within the cell when light is focused on it. This is a simple form of direct response circuit, and we see the meter hand moving forward as the light is brought nearer, and back as the light is taken away. Thus we determine that the amount of light focused on the light-sensitive coating on the photo cell plate, causes a direct change within the bulb. What happens is that the light, upon striking the cell, releases a flow of electrons from the plate to the center element or anode. As the light intensity varies, this flow of electrons varies, which in turn furnishes a new path for the battery current to travel over and the current passes through the meter and back to the battery. The hand on the sensitive meter registers the amount of current that the flowing electrons permit to pass.

One lesson learned from this is that electrical energy and positive charges always move in the opposite direction of an electron flow; never with it. Due to this relative action between light intensity and electron flow, the emissive type of cell can be looked upon as a rectifier of low voltages and the engineer utilizes this principle to advantage in designing photo cell amplifiers for specific purposes.

A direct response circuit employing the conductive type of cell is practically the same, and the results are also similar. The only difference in results, due to the difference in the characteristics of the cells, is that the current flows both ways and the conductive cell does not offer the rectifying property of the emissive cell.

The generative, or self generating cell, while having less stable characteristics, provides the simplest direct response circuit. Here we connect the cell directly to the sensitive meter and simply by bringing the light source close to the cell or by moving the light source away, the meter hand moves forward or backward in direct proportion to the intensity of light being focused on it. No battery or external potential is needed in this simple set up. When we consider that the value of that tiny impulse which the introduction of light on either the vacuum or gas-filled photo cell causes is only about one millionth of an ampere, we can readily appreciate how highly sensitive the photo cell amplifier must be. Sensitivity, however, is not the all-important requisite of the amplifier, for sensitivity means nothing unless the equipment has

(Continued on Page 49)

New Orleans and Louisiana News

CONDUCTED BY

ADAM LEIDENHEIMER

If there is any outstanding development in Louisiana that particularly affects the coin machine industry as a whole, then it must be the pending ruling by the state supreme court on whether the pin table is a game of chance or skill. Very early in March the high tribunal by consent of opposing counsel postponed until at least May, the hearing of arguments.

The case before the court has grown out of the conviction of R. L. Barbee of Monroe in June, 1936, of operating a "lottery," as a result of having in his possession a pin ball machine. Barbee was found guilty and sentenced in the district court of Ouachita parish to pay a fine of $500 and court costs, or serve six months in jail. And to make it worse, the court specifically stressed that the term in the hoosegow meant "road duty." In other words making little ones out of big ones.

But R. L. Barbee was not a quitter and he refuses to believe that the highest court of the state will admit that he is guilty of such law-breaking as conducting a lottery. He contends that his games are purely games and skill and therefore not in violation of the lottery law. So convinced is he on this conviction that he hauled one of his pin games into court early in March and stood ready to rely upon the justices' fairness to watch him play and see for themselves.

In other words, Mr. Barbee has enough faith in his machines to face even several of the sharpest thinkers in Louisiana to prove that he is right. Attorney George McSween, in his brief failed with the court, but asserts that at the proper time he would cite rulings of other states which he said had held that coin machines did not involve games of chance.

The Cleveland baseball team is training as usual in New Orleans this year and quite a number of the team were seen in the Sport Center the other day playing Rock-Ola's 1937 World Series. You can imagine the pleasure bestowed upon their star centerfielder, Earl Averill, when he saw himself playing an all-star centerfield on the game board. It was quite embarrassing, however, when one of the team's rawest rookies stepped up to the plate while playing the World Series game and slashed a homerun over right center. "That ain't me playing there," Averill said, with an air of apology. And this correspondent heard every one of these fine athletes compliment the likeness of the game to the real McCoy.

Ed Rodriguez, head of the American-Southern Coin Machine Company, says that he has sold 57 Grand Prizes in the first three weeks following the first sample machine and expects to reach the hundred mark before April Fool's Day. "It's the grandest prize we've had the pleasure to offer to our operator buyers and we do not fear to recommend Grand Prize to all of them as their best opportunity of making some real cash," Ed says.

The Coin Machine Exchange is the newest Louisiana coin machine selling house with quarters at 823 Poydras street, New Orleans. This firm is covering the entire state as resellers of pin games, slots and counter games, O. C. Marshall and R. A. Lee, co-owners, reporting a brisk demand for all pin games that are not too-aged but a somewhat slower movement in the Pelican State for slots and counter games. They join in expressing beliefs, however, that the counter games will become more popular again with warmer weather.

Following a hurried trip through the Southland with nothing less than a private airplane, E. Brazelton of the Vanak Manufacturing Company, accompanied by Gordon Horlich, stopped long enough in New Orleans recently to place the Louisiana distributorship for Dalkin's slot-proof chute with the Dixie Coin Machine Company. The Dixie company has opened its new office and display rooms on Poydras street but the big dedication is yet to come off.

President Julius Pace of the Coin Vending Operating Association of New Orleans is to be congratulated on his fine move for aiding the coin machine industry of the state. Sending out a letter of "warning" recently, President Pace brought all "chiseling" ops into line in a flash. A fair-minded leader with "no pets," President Pace takes no alibis or excuses when an operator steps out of line. They either must get straightened out immediately or take the consequences. This letter said in part:

"It becomes necessary for me to enforce the rule that no operator is to solicit another operator's location because some of our members have gone to the extreme in attempting to break this rule. An operator may remove his machine from some location but not until he does is another operator of our Association allowed to 'chisel' in."

And so New Orleans and Louisiana goes on merrily with a fine business under the leadership of this fellow Pace.

With the earliest start in years and indications of a record breaking yield this year, operators of Louisiana's rich strawberry belt are already feeling the joy of money in the pockets of thousands of pickers and growers in southeast Louisiana. Last year the crop brought in over $7,000,000 and more may come out of it this time, so it is quite an item after all. George Rossi at Hammond, right in the heart of it all, has prepared himself accordingly with a fine line of Bally Preaknesses, Rovers, and Rock-Ola's Rhythm Kings.

The strawberry crop is not the only "booming" industry of the Pelican State for oil is pouring over many hundreds of acres of land to make particularly the southwestern and northwestern sections rich fields for coin machine locations. In addition to bringing wealth to many Louisianians, thousands of new people are pouring in to find work and to deal in land speculation as the demand spurts for leasing of all likely-looking ground. The boom does not look like a fly-by-night either for Louisiana's production has moved from nowhere a few months ago to fourth in the states of the nation and promises to get close to first place at the rate things are humming. So communities such as Lake Charles, Shreveport, Rodessa, DeRidder,

Crowley, Lafayette, New Iberia and Opelousas are prospering and populations have increased considerably in the past several months. Rodessa, a small cross-roads village a year or so ago, now boasts a population of around 8,000 or 10,000.

Dominick Fazzio, coin machine distributor and operator in New Orleans for several years, has opened the third large downtown playland in the 500 block on Canal street where he reports a good business. Dom has about 15 of the latest-type machines on location and says that the fine appeal of the new equipment plus the steady stream of over-the-river residents which have to pass his door for the ferry, are doing the work for the new place.

Where Intrigue Dies

"Full commitment to a common purpose represents delicate and sensitive relationships. It can exist only where men respect that common purpose and one another, and have high standards of personal honor. If even a few men lack that common spirit, the unguarded singleness of mind of the rest may leave them and the organization the more vulnerable to shrewd design. Moreover, if some of the personnel condone astute strategy as a road to personal power, and strive to entrench themselves by aligning with a winning faction, they spoil the essence of fine organization. Only where intrigue dies from lack of response will the potential excellence of an organization be realized."—Arthur Morgan, President of Antioch College.

A Simple Formula

A man told me that he promised a friend to eat in a certain restaurant which he had never heard of before, and that when he arrived for dinner he had to stand for twenty minutes before he could be seated at a table. Others who were standing seemed to expect the delay and were not impatient. My friend asked the proprietor for an explanation, and was told that the place was overcrowded every evening.

Finally he was served an excellent dinner. He was told by the waitress that the restaurant was opened five years ago and had done a thriving business from the start.

"The owner," said my friend, "seems to have hit on a secret of success in the restaurant business that heretofore has rarely been used. He merely serves good food at moderate prices in small quarters. The results achieved from this simple formula are astonishing."

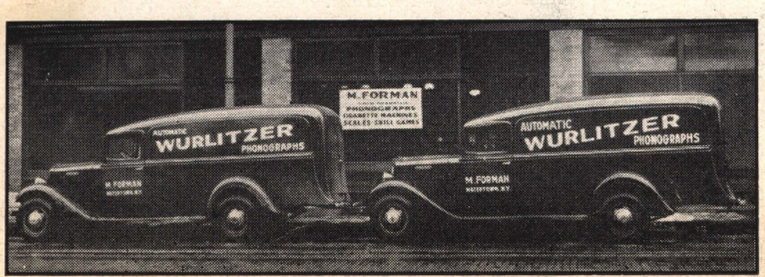
UPSTATE NEW YORK OPERATOR EXPANDS HIS BUSINESS

Starting from a one-man operating business a little over four years ago Morris Forman of Watertown, in upstate New York near the St. Lawrence River which divides the United States and Canada, has steadily developed his operating activities, concentrating specifically on Wurlitzer products.

Showing the necessary energy and resourcefulness so characteristic of coin-machine men the country over, Mr. Forman has forged ahead rapidly. Music is the back-bone of his activities but in addition, he operates sizeable routes of cigarette machines, scales and skill games including Skee Ball.

At the present time he has six full-time people in his organization. Just recently he added two new trucks, especially selected for the handling of Skee Balls and phonographs. In addition to providing the necessary carrying space for his bowling games he can load as many as five Wurlitzer phonographs in standing position in each truck.

This year, with general business conditions so much improved over what they were in the days when he started in the operating business, Mr. Forman looks for even better operating conditions for several years to come. To back up his conclusions he attended the past Coin Machine Show and placed a most sizeable order for automatic phonographs, and other types of amusement equipment.



BALLY'S BUCKLEY PROVES PROPHET

Friends of Jim Buckley, general sales manager of Bally Manufacturing Company, are digging into the archives to support their claim that Jim is a "major prophet" of the coin machine industry. They point to a long series of New Year articles, dating back as far as 1932, in which Jim has accurately predicted the

Jim Buckley

trend for the coming year. In his most recent prophecy, published early in December, Jim stated that "1937 will witness a terrific boom in novelty games." Certainly this prediction has already more than come true, and leaders in the industry are convinced that the novelty boom is now just getting under way.

"It's perhaps too early," Jim says, "to join the 'I-told-you-so' chorus, but the sensational success of our Bumper game alone has already marked 1937 as an outstanding novelty year. Bumper has broken all Bally production records, except that of Ballyhoo, and we expect Bumper to top Ballyhoo by the first of April. The most interesting fact about the current novelty boom is that, at least in the case of Bumper, earnings are far in excess of those usually expected from novelty tables. Gross Bumper earnings of $40 to $50 daily are not uncommon and, from what I gather from our customers, the average Bumper is earning at least $10 to $15 daily net to the operator."

WHAT'S NEXT?

TODAY'S IDEAS MAKE TOMORROW'S PROFITS

Where's that next idea coming from which is destined to guide the future course of the coin machine business? No one knows for sure. But you can safely bet your bottom dollar that someone will pop up with it.

Maybe it will be your neighbor, or your merchant, or your insurance man. Maybe it will be you, or another operator in some remote part of the country. That idea is germinating in somebody's mind right now, and it will soon begin to take shape. It will develop, make itself known, and warm people to it!

This is not a prophecy. It is the case history of every new development the coin machine industry has ever seen. This same procedure will happen in the days to come just as sure as it has happened in the past . . . because the constant flow of new ideas is the lifeblood of the coin machine business!

"Old Timers" in this industry know what it is to see new successes come one after another. And the "New Timers" are just beginning to see how each new development opens new opportunities and new possibilities for the future. The past has been but a stepping stone and it only serves to emphasize again and again the importance of employing new ideas, new methods and new materials in those things which will assure tomorrow's profits.

The greatest recent advance made in the coin machine business is due to the adoption of electronics. How many of us even dreamed of associating the photo cell with the coin machine? Who first visualized this 100% skill game, which when perfected, instantly appealed to the hundreds of thousands of players? Who would have hazarded a guess as to the volume of nickels such a photo cell operated game would pour into the pockets of the operators?

Coin machine experts went far out of their way, into a highly technical field, to get the trained electronic engineer to function with them in developing the photo cell operated game. And now that the gun-and-target game has grown so familiar, we find it a simple device. But then all great things seem simple after they are once developed. And so will those new things which today are nothing more than ideas.

The present photo cell operated games point the way for further use of photo cell amplifier controls. They point the way to new and far greater possibilities. Because photo cells and photo cell amplifiers have unlimited uses and because they are capable of performing seemingly impossible jobs, we can see a closer and prolonged relationship between the man who knows how to harness the energy of the photo cell and the man who is nourishing the new idea for the next coin machine success.

★ ★ ★ ★ ★ ★ ★ ★

Manufacturers!

Here at Universal you will find an engineering and manufacturing service tailored to fit your requirements. Whether you are now marketing games which employ photo electric cells or contemplate the marketing of such devices, your inquiry is invited. WE GUARANTEE our products as to stability, accuracy and reliability in the field under actual operating conditions! Ours is a confidential business wherein the conferences we attend and the work we do are treated accordingly.

★ ★ ★ ★ ★ ★ ★ ★

★ UNIVERSAL CONTROL DEVICES ★

201 N. WELLS STREET — CHICAGO, ILLINOIS

(Continued From Page 45)

that feature of stability and the ability to hold its adjustments.

The trouble we find in some amplifiers is that the "ham" engineer, or the cut-and-try-it engineer lacks the fundamental training in electronics, physics and chemistry, and without these and without sufficient practical experience he cannot seem to overcome the problems of unstability. An apparatus that drifts one way or another from its set adjustment is bound to cause trouble in the field; because there are a dozen elements which are always seemingly ready to step in and upset the applecart. So when an engineer says the "heart must be right," he means that the amplifier must match the particular type of photo cell employed, it must have the required sensitivity, and it must have the necessary stability for the job.

When I see the wonderful things which photo cells are now doing in the coin machine industry, I cannot help but feel that this is just the beginning. The public demands and pays a good price for amusements. They want novelty, and the unlimited applications of photo cell apparatus certainly provides endless possibilities for keeping things humming in this fast moving, highly profitable field.

DAVAL BASEBALL FEATURES TWO SUPER SHOTS

Chicago—Al S. Douglis, president of Daval Manufacturing Company, reports that their new novelty bumper action pin game which is creating a sensation at this time, the Daval Baseball, is the first coil bumper game to feature two super shots which create unusual suspense action.

These two shots are roll-over contacts on the board of the game that will send the players around two bases or for two runs.

The amount of bases that the light-up action will score cannot be determined by the player in advance and therefore he tries for the skill shots, Al S. Douglis stated, while he is playing the regular action of the game.

Mr. Douglis explained, "tho seemingly simple devices, we have found that these two super shots have a great deal to do with the suspense action of the game.

"They not only bring the player back, but, they keep him at the game continuously. It is interesting to note how the player is egged on for continuous action because of these two shots and also how he gets going instantly for another game after he has just finished one. "The game itself lends real thrill to competitive play and is certainly well fitted for every type of location."

A Real Need

The judge asked a negro in court if he wanted a lawyer.

"No, suh, I don't want no lawyer, but I suttenly could use a couple of good witnesses."

SURROUNDED BY SAMPLES OF JIMMY JOHNSON'S WESTERN EQUIPMENT AND SUPPLY COMPANY'S WINNER, Grand Prize, leading coin men drink to the success of Western's newly appointed sales manager, Hugh Burras. Left to right: R. W. (Dick) Hood, H. C. Evans Company; Walter Tratsch, President, A.B.T.; Ray McGinnis, Rex Novelty Company, Chicago; Harold Perkins, Mills Novelty Company; Lee Jones, American Sales Company, Chicago; Art Nagel, Avon Novelty Sales Company, Cleveland; Jack Sloan, advertising manager, Billboard; M. C. Watson, Iowa Novelty, Cedar Rapids; Ed Ginsberg, Atlas Novelty Company, Chicago; Jimmy Johnson; Walter Hurd, editor, Billboard; William (Bill) Cohen, Silent Sales Company, Minneapolis; Don Coney, General Amusement Devices Company, Detroit; Morrie Ginsberg, Atlas Novelty Company; George Young, Westrock Distributing Company, Boston; Hugh Burras; Harvey Carr, editor Coin Machine Journal.

CHICAGO COIN MACHINE COMMENT

By W. C. DILLON

Automatic World Representative **185 North Wabash** **Telephone Franklin 4094**

GROETCHEN TOOL CO, 124 North Union Street, Chicago, are finding their new, fine appearing COLUMBIA Bell Machine with its two bursting full Jackpots to be getting a play in most instances beyond the expectation of operators putting them out on location. Evidently the beauty of the machine is responsible, to a considerable extent, for the favorable reception it has meet. The same class and beauty is also included in their ZEPHYR Cigarette Reel Vender, a Ball Gum Vender, with visible display. Large Cigarette Symbols, several kinds of reward cards to fit various retail prices of Cigarettes. It will be to any operator's interest to investigate both of these machines, due to the success they are meeting with on locations.

BUREL & COMPANY, 675-79 Orleans Street, formerly located at 82 West Washington Street, Chicago, distributors in the Central States for the merchandise vending machine, SNACKS, proved its drawing power so conclusively in the Chicago area that they are in position to give actual facts and figures to operators interested in new machines, as well as for replacing old ones. The machine is so constructed that it has a decided eye appeal, a most desirable feature with a machine vending eatables.

SPECIALTY COIN MACHINE BUILDERS, 607 West Division Street, Chicago, report continued increasing orders for their "Target Practice and Ball Gum Vendor," a machine in which a penny is shot from a pistol. When the coin hits the bulls eye, the coin is returned. If it does not hit, a ball of gum is vended. Used with spotted prize ball gum, the "Little Perfection" as the machine is called, is ideal for territories where other machines are banned, as it is claimed to be absolutely legal. The manufacturers claim it to be a money-maker that is making good, due to its being backed by plenty of player appeal.

HUNT CLUBS, INC., 201 North Wells Street, Chicago, have developed a Poker Playing "Royal Flush" ray gun and target that is creating great interest and active response on the part of the public at the locations where they have been placed. The machine is so designed that upon the insertion of a coin in the Gun Cabinet an Electric Eye Target makes seven revolutions in one minute around the dial face, giving the player time to judge their shot and still use steadied accuracy to accomplish a Royal Flush, Flush, Four Aces, a Full House, or other Poker hands. The card opposite the moving target lights up when a hit is scored. The machine is designed to eliminate adjustments on location, working parts being sealed when it is put in operation. The company's sale plan is meeting with ready response by operators.

ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, believe operators can place in the districts they operate in, MARK-TIME Coin Meters on washing machines in large apartment buildings, tourist camps, and etc. Also on ironing machines at such locations. They can be used on sun lamps in gyms, locker rooms, barber shops and on radio or phonograph installations in arcades. They are especially adaptable for controlling illuminating current at tourist camps where outlets are provided for furnishing current for trailers, or to cottages. Inasmuch as the public looks to coin machine operators to furnish them with coin operating devices, this product is one operators can furnish to the public for the above uses as well as many other classes of installations requiring coin operated timing equipment for controlling the length of time that electrically operated machines are used, or service furnished.

The company also manufactures a Parking Meter which is now available to operators. It is installed along the curb and checks the time that cars are allowed to be parked for a stated charge. The policy has been to sell these machines direct to cities, but the company has now decided to place them direct with operators who can sell them to the city, or place them on location and split the income with the city on some agreeable basis. The sales plan and method of getting the towns and cities to place them, is bringing in a dependable daily income to operators who have taken on the machines.

HANSON SCALE COMPANY, 525 North Ada Street, Chicago, have produced a scale for weighing coins with which operators can duplicate the Government's method of counting coins by weight. It is an extremely accurate scale that counts pennies that are put into a heavy tin scoop. The scale does not register ounces or pounds on the dial. It registers the pennies in dollars and cents. A chart is provided with one of the scales to convert it into a nickel counter. One type of scale registers up to $7.50, and another type to $15. A compact carrying case is provided for field use. A letter to the company will bring full particulars about this remarkable scale counter, for quickly and accurately counting coins.

Cleaner Job

Registrar of Marriages (to youthful bridegroom): "The young lady is not a minor, is she?"

Bridegroom: "Oh, no; she works in a beauty parlor."

"Sorry to keep you waiting, old man, but I've been setting a trap for my wife."

"God heavens! What do you suspect?"

"A mouse in the pantry."

Burnt Offerings

Neighbor—She treats her husband like a Grecian god.

Woman—How's that?

Neighbor—She places burnt offerings before him at every meal.

Sure Sign

Teacher—"Well, Billie, if you have a quarter in your left pocket and 50 cents in your right, what must you have?"

Pupil — "Please, sir, somebody else's trousers on."

Fire at Stoner Plant Causes Little Damage

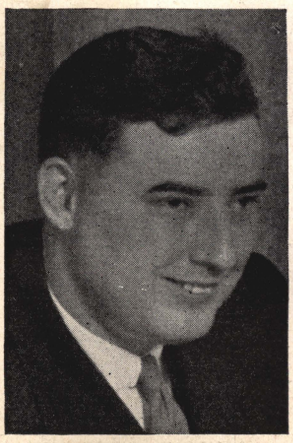
Fire which broke out in the Stoner Corporation plant a few days ago was a perfect test for an elaborate sprinkler system with which the plant has been equipped. That the damage was slight is due to the fact that the sprinkler system performed to perfection, and soon had the blaze extinguished.

While this fire was confined to the machine shop, pandemonium reigned throughout the plant for 15 or 20 minutes, throwing a genuine fear into the Stoner boys because of their past experiences with fire at their old plant several years ago.

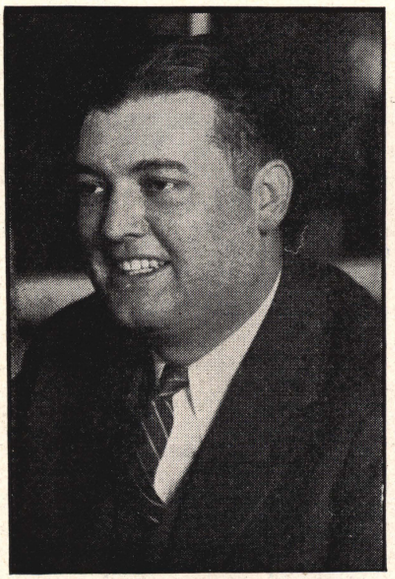
The new plant is equipped with all modern fire preventatives by which the recent blaze was brought under control before the Aurora fire department arrived on the scene. The experience stresses the importanc of modern fire fighting equipment and fire preventative measures which, though relatively costly, turned out to be a splendid investment in this case.

Harry Stoner was right on the job, directing the efforts of employees and firemen in extinguishing the blaze. Not content in the role of mere spectator, Harry got right in to the middle of things, got his feet soaking wet, and just about ruined a new pair of shoes.

Ted Stoner, who was out of town at the time, was not notified because it was feared that in his haste to get to the scene of he blaze he might start a conflagration of his own by "burning up" the highway back to Aurora.



Harry Stoner, who played hero directing the fire fighters at a recent blaze at the Stoner plant



Ted Stoner who was out of town during the excitement of the recent fire at Stoner Corp.

DOUGLIS OF DAVAL MAKES ANNOUNCEMENT

Mr. Al S. Douglis, president of the Daval Manufacturing Co., 200 South Peoria street, Chicago, Ill., makes an interesting announcement to operators everywhere.

Mr. Douglis announces that Daval will soon present Hit 'n' Run, an automatic payout baseball game of the bumper type variety. This will be in addition to the bumper type, five-ball amusement table, Daval Baseball, which has just been released.

"Both of these games are really phenomenal constructions, calculated to give operators profits, the like of which they have never before tasted," says Mr. Douglis. And that is a recommendation worth noting. These games are in addition to Trio-Pack and Double Deck, popular counter games manufactured by this firm.

"Our new Daval Baseball is not just another bumper-type game," Douglis said. "It gives the player the most fascinating skill action that has ever been adapted to a pin game using baseball action. The game is based on the player being able to make a certain number of runs before he can earn a skill award. Two roll-over contacts at the top of the board give the player a double skill shot which makes for greater scoring. The player does not know when the ball goes over either one of these contact points whether he will advance the player two bases or make a home run. Therefore last-ball suspense is added to the game by these skill contacts.

"Furthermore, the game is so arranged that there is a possibility of scoring as many as 20 runs. This adds a great deal of incentive to the game and a tremendous amount of play action. The runs scored lead to the award and the player is led to seek the best methods of playing the game and at the same time play for the greatest number of runs.

"The game is based on true baseball play. The electrical players go around the bases every time one of the bumpers is contacted. In this fashion the action is unusually speedy, lending enchantment to the game because of the speed with which the bumpers bring up the score in runs.

"Many other features are also on the game which have never before appeared on any baseball game. The game itself is legal in all aspects. It meets the approved regulations of authorities in all territories.

"The game, furthermore, is the first one we have ever had that clicked even before it was shown to the trade. Leading distributors have told us to ship large orders as soon as possible.

"We believe that Daval Baseball comes on the market at a most appropriate time, what with the beginning of the baseball season so close at hand.

"We are in high-speed production to meet the orders that have been pouring in as a result of the word spreading from one distributor to the next."

Explained

She: "Who is the man in the blue coat?"

He: "That's the umpire, dear."

She: "Why does he wear that funny wire over his face."

He: "To keep from biting the ball players, precious."

Help a ne'er-do-well and he'll stick to you for life.

Few of us ever turn our critical ability on ourselves.

FISHER BROWN

2702-4 Ross Avenue
DALLAS, TEXAS

OFFERS

Several Hundred Machines:— Trade-ins — Repossessions — Shut Down. Every one reconditioned—Properly packed for shipment—Ready for operation.

Flicker (Jennings)	$39.50
Tycoons (Mills)	17.50
Western Races (Mys.)	32.50
Western Races (Mul.)	17.50
Pamco Bells (Pacific)	25.00
Pamco Plugs (Pacific)	20.00
Sunshine Derby (Gottlieb)	17.50
Big Richard (Exhibit)	20.00
Bonus (Bally)	17.50
Big Shot	10.00
Center Smash (Western)	49.50
Parlay (Pacific)	19.00
Jumbo (Bally)	15.00
Peerless (Bally)	15.00
Speedway (Pacific)	17.50
Pinch Hitter (Pacific)	15.00
McCoy (Mills)	39.50

Phonographs — Chiefs — Bulk Venders and Counter Games

FISHER BROWN, Distributor

SPECIAL If you mention Automatic World when ordering, you will get a 50c reduction in the above prices.

A NEW FRIEND TO OPERATORS

VISIBLE SLOTTED COIN COUNTERS

Transparent with slot gauge giving absolute accuracy in count. Shows up slugs. Easily emptied into roll tubes. The penny counter fits into nickel counter. Easy to carry. Penny counter can be used for tubing dimes.

SEND CHECK OR MONEY ORDER FOR SAMPLE SET. EACH $1.25, SET, NICKEL AND PENNY COUNTER $2.50.

Wrapper Tubes, 75c per 1000 in 1c, 5c, 10c, 25c, 50c sizes.

ACCURATE COIN COUNTER CO.
Patton, Penn.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

A. B. T. TARGET SKILL IS STRICTLY LEGAL

If there is any question as to the legality of Target Skill, the new A. B. T. counter pistol range, operators can find the answer in a story related by an operator to an official of the A. B. T. Manufacturing Company. The story also indicated the fascination attached to the playing of the game by persons in all walks of life and of all ages.

The operator had placed a Target Skill in a certain community. The location happened to be a drug store situated opposite the County courthouse, and the incident took place during a court recess. As the operator tells it: "I was watching a group of young fellows in their teens playing the Target Skill. They were getting a great kick out of it, and I had made arrangements to place another Target Skill in the same location to take care of many other patrons who wished to try their skill. The door opened and the presiding judge and several lawyers, all of them well-known, and highly respected, entered and walked to the fountain. I saw the judge look at the machine with a twinkle in his eye as he sipped his drink. Just at that moment, who should walk in but the nosiest busy body in town, towing in her wake a very much embarrassed constable. She demanded the arrest of the store keeper for possessing an illegal device. While the constable hemmed and hawed and perspired, the judge came to the rescue. He asked the woman in what way she considered the Target Skill illegal and she explained that it took coins from the boys and gave nothing in return. The judge looked at her for a moment and said, "Nothing?" "I believe that they get more for their money than they would in other amusement that might be questionable. They get a training in reflexes, they learn how to act quickly, and think quickly and for their pennies they get a few minutes of real exciting pleasure. I'd much rather have young men spend money on this method of helpful recreation than to see them loafing on street corners. As a matter of fact, I play it myself." And under her indignant glare, the judge inserted a coin and shot a high score to the applause of everyone in the establishment. He then asked the woman to try it for herself, and when she answered that she had more to do than to play a silly machine, the judge asked would she please be on her way about her more important business, and out she walked.

BUCKLEY'S TIME PAYMENT PLAN

As the first manufacturer to offer a time payment plan on automatic payout games, the Buckley Manufacturing Company reports an exceptional response. Thousands of operators in all sections of the country have written to Bill Woollen requesting information, and hundreds of them have taken advantage of the B. M. C. Finance Plan.

The operators have been quick to see the advantages in purchasing automatic games on this basis, and all of them report that the convenience offered by the B. M. C. plan has made operating a much more enjoyable business for them.

An unusual feature of the B. M. C. Finance Plan is that there is no carrying charge or interest on the unpaid balance. The plan is simple in its detail. After application has been made by the operator to open an account and the application has been approved, a $35.00 deposit, or down payment, is made by the operator and the balance is paid in ten weekly payments. Since there is no carrying charge the cost of the game is not increased and the B. M. C. Finance Plan resolves itself into a genuine unselfish service to operators. Those operators who wish to expand their activities will find in Buckley's financing arrangements an opportunity to do so without increasing their overhead too greatly and without taking upon themselves the added expense which in other finance plans has been necessary because of carrying charges.

The B. M. C. Finance Plan will continue to operate indefinitely, according to Buckley officials, inasmuch as it meets a long felt need in the operating field. "Our games, which have been unusually popular among operators in all sections of the country, will become even more acceptable because through our financing they will become more easily available. We have set up a special department to handle all applications and bookkeeping detail, and applications will receive immediate attention," stated Woollen. "In no way will the quality of our games be affected. We plan to continue with production of each of our machines and of all new releases along the same lines which have characterized the sturdy dependability which is embodied in our slogan, "Better Built by Buckley." We cordially invite every operator to avail himself of the conveniences offered by the B. M. C. Finance Plan."

CARLOAD SHIPMENTS of WURLITZER SIMPLEX AUTOMATIC PHONOGRAPHS *Breaking All Records!*

CARLOAD SHIPMENTS *of* WURLITZER GREATEST *in* WURLITZER HISTORY . . .

in the History of the Automatic

WURLITZER SHIPPING DEPARTMENT WORKING DAY AND NIGHT TO MEET UNPRECEDENTED DEMAND FOR WURLITZER-SIMPLEX PHONOGRAPHS

Day and night in a never ending stream, Wurlitzer-Simplex Automatic Phonographs are rushed from the production line — loaded into cars — shipped far and wide to meet the unprecedented operator demand for these money-making instruments. Get your order in now. Get your Wurlitzer-Simplex Phonographs on their way to you and start making money!

SIMPLEX *Automatic Phonographs for* 1937

. . . . . *and that means Greatest Phonograph Industry*

Never before has business been so good for Operators of Automatic Music. America has become automatic music conscious. Operators are lining up locations that they were never able to "crack" before. Wurlitzer's mammoth North Tonawanda, New York, plant is working day and night to fill the unprecedented demand for Wurlitzer-Simplex Automatic Phonographs.

Today, as never before, the Wurlitzer-Simplex is the acknowledged leader — the automatic phonograph that out-sells all other makes combined—the automatic phonograph that the biggest and best locations demand.

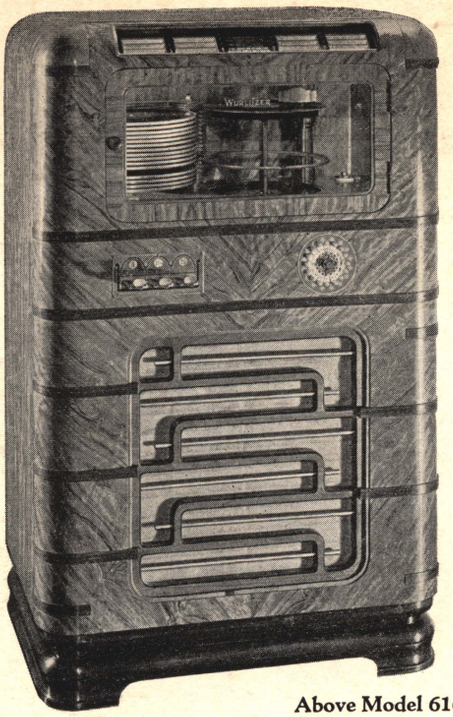
Over 50 big successful American Operators received one or more carload shipments from January 15 to March 31, 1937—hundreds of other operators received less than carload orders. Wurlitzer business for 1937 to date is running way ahead of the similar period in 1936 — is breaking all records in Wurlitzer history — and that means all records for the industry as a whole.

To be sure of getting your phonographs when you want them, place your orders now. If you aren't operating in music, cash in on this big opportunity — find out if there is room for another Wurlitzer-Simplex Operator in your locality. Write, wire or phone today! The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

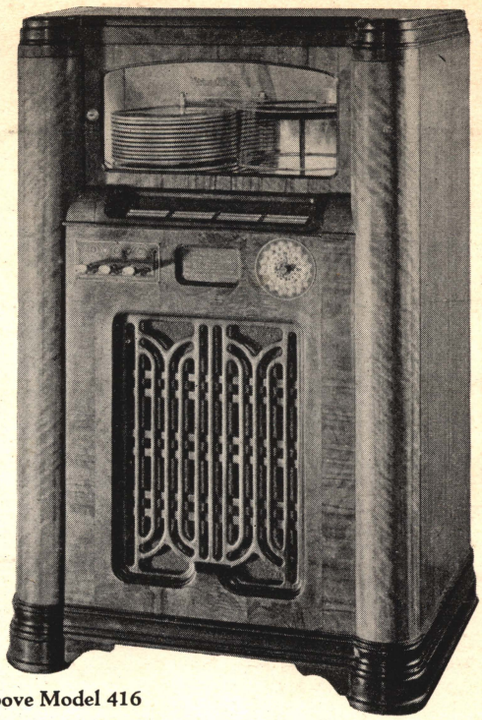
A FEW OF THE 50 or more OPERATORS *who have placed* One or More Carload Orders January 15th - March 31st 1937

1. Amusu Novelty Co., Charlotte, N. C.
2. Wm. Corcoran, San Francisco, Calif.
3. Wal-Bil Novelty Co., St. Louis, Mo.
4. F. A. Blalock, Pensacola, Fla.
5. Modern Vending Co., New York, N. Y.
6. Cox Vending Co., Salisbury, N. C.
7. Santone Coin Machine Co., San Antonio, Tex.
8. Automatic Music Co., Boston, Mass.
9. Simplex Distributing Co., Jacksonville, Fla.
10. Huber Music Corp., Chicago, Illinois
11. Oriole Coin Machine Corp., Baltimore, Md.
12. D & R Music Co., Dallas, Texas
13. McCormick Vending Co., Greenville, N. Y.
14. Supreme Amusement Co., Boston, Mass.
15. Mosely Vending Machine Ex., Richmond, Va.
16. E. T. Mape, San Francisco, Calif.
17. Penn Coin-O-Matic Co., Philadelphia, Pa.
18. Osborn Music Co., Los Angeles, Calif.
19. Novelty Amusu Co., Savannah, Georgia
20. Ohio Specialty Co., Cincinnati, Ohio

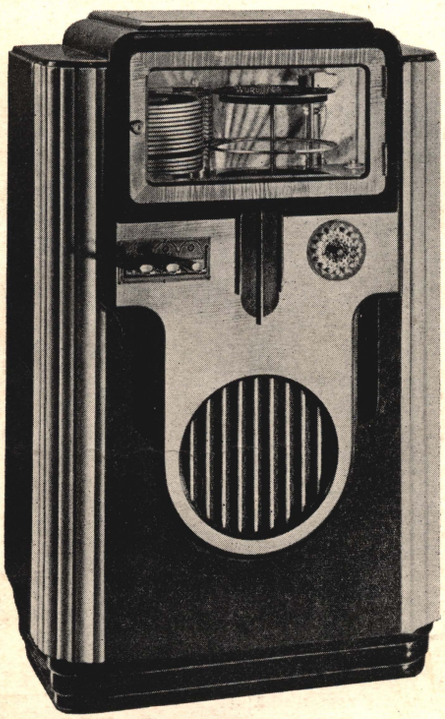
Every day Wurlitzer's private sidings are lined with loaded cars consigned to Wurlitzer operators from coast to coast.



Above Model 616
Below Model 316



Above Model 416
Below Model 716



HERE IS THE COMPLETE LINE OF 1937 WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPHS

THAT IS ENABLING AMERICA'S MOST SUCCESSFUL OPERATORS TO MAKE A CLEAN SWEEP OF THE BIGGEST AND BEST LOCATIONS.

Here are the four reasons why carload shipments by Wurlitzer are smashing all previous records. Two strikingly beautiful Standard Models — two magnificent Modernistic Models for every type of location. See them in action. Hear them play. You'll know why the 1937 Wurlitzer-Simplex Phonographs are enabling America's most successful Operators to get and hold the big locations—to make 1937 *their* most successful year, too.

Oklahoma News

Sounding a new note of optimism that sounded mighty pleasant to this scribe, some of the state's leading coin machine men stated emphatically this week that conditions are steadily growing better all over Oklahoma for followers of the coin machine industry. Changes have taken place in the past month it is true, but these changes are far from being disastrous in nature.

Says Jim Boyle, well known distributor and operator of Oklahoma City and Tulsa: "Oklahoma operators largely have switched over from automatic games to those of the non-automatic variety but the public seems to be taking to the new games and business for the ops is good." Orders for the new types of games are pouring into state jobbers' offices and there is a good deal of buying and selling going on, Boyle said. His show rooms are crowded with the newer offerings and among the more popular of these are Stoner's new Richochet, the Bumper, Three Star Final, Home Run, Wizard and two or three others.

Oklahoma City locations are doing a fine business with the new games and Tulsa operators rapidly are replacing their automatic payoff games with the newer type. State punchboard operators are reported to be cleaning up also in a number of locations.

Harold Miller, known everywhere for his efforts to secure favorable legislation for slot machine interests, when interviewed at his place of business said: "I believe that approximately fifty per cent of state territories have switched to non payoff games while the others are operating the automatic type. We are rushed with orders for new games as fast as they are placed on the market.

The Miller interests are paying special attention to the newer types of merchandise venders now so much in demand and recently added the Mills cigarette vender and the Norris Manufacturing Company's line of venders. We thought we had a real scoop when Mr. Miller informed us that he now has no less a personage than Henry Ford himself in his employ. Then he told us that Ford and Frank Myers are new salesmen he has added to his personnel in recent weeks and that Walter Pierce is a new mechanic. That a new boss will be on the job in the very near future at the Miller company seems quite likely as Jo Ann, the daughter, now four months old, already is doing a fine job of running the business from the Miller household, we are told.

Everyone says that the gratifying reaction to the non-automatic variety of game proves beyond a doubt that John Q. Public is, too, interested in the games that are "for amusement only" and that he will patronize them if the other type are not available. Of course, the new games have to have what it takes more than ever but from what we have seen of them personally, no need for apprehensions on that score.

And in the meantime, state legislative circles are faced with a new bill that it is hoped will settle once and for all all argument on the slot machine question in this state. House bill No. 356 provides for the legalizing and licensing of all types of coin operated machines and salesboards in Oklahoma. Already introduced in the House by Representative Coker, the bill is being sponsored by some of the big shot coin machine men who are doing all that lies in their power to see that the bill goes through.

The proposed law, as we understand it, is a direct answer to the appeal of Governor E. W. Marland to "do something about the slot machine question and to do it quickly." The Governor is not the only one who is impatient at the long-drawn-out process of settling the problem. The first bill, passed by the Legislature in 1935, hung fire in the Supreme Court for months on end until that body finally decided last month that names on petitions asking that the bill be submitted to a vote of citizens, were sufficient. The bill would not be voted upon until the general election of 1938 unless a special election is held or unless the law making body passes the new law.

Establishing a precedent that may be of value in other localities faced by the same problem, the Oklahoma Supreme Court has upheld the validity of Oklahoma City's parking meter law, denying a writ of habeas corpus to H. E. Duncan, a taxpayer of that city.

Duncan's protest that the meters were illegal was carried to the high court and pending decision Tulsa has delayed installing the meters in its own busy streets. Now that everything is believed to be settled, Tulsa probably will install meters some time in April. The city's traffic engineer has recommended that 1280 of the devices be purchased at first but as yet no contract for their installation has been awarded.

Oklahoma's attempt to legalize pari-mutuel betting on horse races has appeared again with the recent introduction of House Bill No. 442 which calls for legal tracks in counties having more than 60,000 residents. Under the measure meets would be limited to two a year for each licensed track with a 21-day meet limit. A state racing commission would be set up with the president of the state board of agriculture and two members appointed by the Governor, the board to license tracks and supervise mutuels. Five counties, three of which have fairs, will be affected by the decision, Oklahoma State Fair and Exposition, Oklahoma City; Oklahoma Free State Fair, Muskogee, and Tulsa Four State Fair, Tulsa. Seminole and Pottawatomie counties are the other two.

Carl Jackson, Seminole operator, has been vacationing in Hot Springs and attending the races there. His former partner, Red Huffman now of the Capital Novelty Co., Oklahoma City, has been transacting business and calling upon former business associates in Wewoka. Two recent business visitors among the trade to Oklahoma City are Jack Yeager, Capehart Corp., Dallas, and Sam May of Western Equipment Co., Chicago. Clyde Johnson of Hennessey reports a good run of business on non-automatics as does H. D. Gregory, Anadarko. Both top-notch operators and very popular. Charley Snyder and Mrs. Snyder out of the state temporarily and being greatly missed. They have gone to Texas. Harold Miller paid a recent visit to friends and business acquaintances in Dallas and Fort Worth when he transacted

business in those cities. We are looking forward to a cooler summer than last with no more trouble from heat waves since the Miller Novelty Company has taken on the distributorship for Meier's electric ventilating fan and already has them on display.

Operators McCluskey, George Ward and L. E. Powers, all of Chickasha; J. C. McCoy, Shawnee; Herman Hamilton, Ada, and L. T. Newlin and Sam Paul of Tulsa were others making important business trips to the state capital recently as were C. E. McDaniel, Enid; C. J. Nelson, Guthrie, and L. R. Richards and C. T. Mason of Pauls Valley. L. F. Pfrimmer, Muskogee; Ralph Edmundson, Elk City, and Harry Broida, Wewoka, also very much in evidence.

Jack Abraham, that very popular, very busy, very a lot of things, young operator from up Bristow way who operates more different types of coin machines than almost anybody in the Southwest, recently has turned his attention to merchandise venders. Abraham on one of his frequent business trips to Millers the other day, told us that he recently purchased 500 Norse peanut venders and about 100 new type cigarette venders. There is plenty of money to be made from the vending end of the business, Abraham knows, and he intends to make his share of it. He also had just placed an order for one dozen Gottlieb Spot Lites which, according to reports, is proving a mighty popular machine.

This month's complaint comes from two operators who decided to drive to a city several miles away to see the First Lady of the Land who has been making a lecture tour of this great state. It was not until after they had purchased tickets to the lecture that they learned Mrs. Roosevel's automobile had stopped not half a block from their shop in their own city, at just about the time they were leaving for the lecture.

CHICAGO COIN ADDS NEW EQUIPMENT

Sam Gensberg, who with partner Sam Wolberg, guides the activities of the Chicago Coin Corporation today announced the installation of several thousands of dollars worth of new and modern equipment. "This equipment," said Sam Gensberg, "was purchased with an eye to the future, because, from all indications, Home Run, our new bumper spring novelty game, is going to be in double shift production for months to come. The installation of the new equipment which was completed a few days ago has already enabled us to nearly double our production and we have practically caught up with all back orders. Production on Home Run is now keeping pace with the steady and very large flow of orders which are pouring in on us from all sections of the country. And, as Cap'n Henry, of Show Boat fame says, "It's only the beginning." Already several thousands of games have been shipped, and we are, without exaggeration, making shipments at the rate of 200 games per day through our increased production facilities."

"We are confident that orders will increase as the baseball season progresses and the fans become more and more interested in the the sport. To take care of these anticipated orders, we are immediately increasing production to 250 games each day, but even this quantity will not enable us to build a reserve of games. However, we are prepared to purchase even more equipment and employ more men to comply with the law of supply and demand!"

Sam Wolberg, deep in a pile of orders for Home Run games, was equally confident that the demand for the game would increase with the advent of warmer weather throughout the northern part of the country. "When a game comes out that is as timely as is Home Run, you can be pretty sure that it is assured of success to a certain extent, and when you add to that timeliness the combination of exclusive features that characterize Home Run along with the mechanical precision and durability that goes into every Chicago Coin product, you can be absolutely sure of unlimited acceptance of the game. That is what we have found with Home Run, and our only regret has been that, up until just now, we haven't been able to supply the games as quickly as our customers wanted them. Now that all games on previous and present orders have been shipped, the decks are cleared for immediate action on all orders that come into our offices from now on. For the delay that has been occasioned recently, we deeply apologize.

THE SUCCESSFUL OPERATOR'S CREED

I believe in the future of the coin machine business, because of the unlimited opportunity for expansion that it offers to me. I believe in my ability to achieve success. I believe that coin operated vending and amusement machines are needed by the public because they serve a necessary purpose. I believe in working, not weeping, in boosting, not knocking and in the pleasure of my job, which allows me to be my own boss. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.—Dave Robbins, in "Robbins Automatic News."

BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices

Terms--One-third Cash--Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE-SOLID OR WITH HOLES

THE PLAZA

San Antonio's NEW Hotel

With Old-Fashioned Southwestern Hospitality

PLAZA HOTELS

The Hotels With Personality

San Antonio — Jack White, Operator

Corpus Christi — Hotels With AAA Garages

JIMMIE BONNIE OPERATES IN MIAMI

By FRED BAKER

Jimmie Bonnie, who has been located in Miami, Fla., for the last ten years, is considered by coin machine men one of the most up-to-date operators in southern Florida. Mr. Bonnie is one of the largest operators of coin machines in the South and carries a large assortment of new machines, well placed in profitable spots. He has always taken a great interest in his locations, and by so doing, his locations have grown to be the best in Miami. Service has been his motto and with this idea, he has built up a first class clientele.

The fast growth of Jimmie's interests is due to the fact that the public wants new models in coin machines just as they want fashionable changes in clothing. Whenever a new model machine comes out, Jimmie has them on location first.

Jimmie's hobby is his office equipment. His offices are furnished with the very latest model desks, fine red leather swivel chairs, the very finest imported silk curtains, and everything is strictly up-to-date. You feel as though you were in the president's private office, and he makes his callers feel that way. Jimmie, today, is handling slots that run from one cent to one dollar. As you know, in every city there is a keen, snappy dresser among the operators, and in Miami, Jimmie has been holding down this position as the Beau Brummel of the Miami operators.

I will say for the benefit of the coin machine manufacturers that at any time they have a new machine that takes in the bucks, let Jimmie know, and if it looks as good to him as it does to the manufacturer, he will send in a big order and try to get the factory working nights. His orders run from one machine to a car load.

Jimmie keeps himself fit with all outside sports. He loves swimming, fishing, golfing, and during the slack season he makes up for lost time. During the tourist season, he is kept very busy.

Jimmie says to any of the outside operators "if you come to Miami, be sure to come over to see me and make my place your headquarters while you are here." The address is 241 West Flagler street.

The outlook for Miami is very good, and this past winter has been the best season we have had in years. Everything has gone slots in Miami, even the city parking zone has taken over the five-cent slot for parking and have found that it works out to perfection, as it limits the parking from one-half to one hour and is a help to the merchants. It keeps the parkers moving.

TWO AT ONCE FOR DAVAL DISTRIBS

Chicago—"Two hits at one time are what our distributors all over the country report to us." This was the statement of A. S. Douglis, president of Daval Manufacturing Company, this city, when discussing his new novelty action pin games, Buttons and Daval Baseball.

Letters from such distribs as William Blatt, president of Supreme Vending Company, Inc., Brooklyn and New York, who states that the Buttons and Daval Baseball are among the most outstanding pin games of the year in his territory, is one of the most interesting endorsements of the games.

Gerber & Glass Distributing Co. of this city have only been asking for more and more delivery. They claim to be far behind in orders, and state that in their estimation this is the best sign of hit games.

Izz H. Rothstein of Banner Specialty Company, Philadelphia, is already working hard getting delivery angles all righted for the distribution of the Buttons and Baseball games to the jobbers and operators in his territory. Izz is also clamoring for carload delivery.

Bill Marmer of Sicking Manufacturing Company, Inc., Cincinnati, was among the very first distributors to see Daval Baseball and Buttons and immediately placed one of the largest orders for both these games even though they weren't as yet in production. Bill has lived up to the statements he made at the Daval factory and is proving one of the largest users of the games.

Joe Calcutt of the Vending Machine Company instantly wired in his orders for the games the moment they were announced. Joe is also eagerly awaiting the new Daval payout game, Hit and Run.

All the way from the Pacific Coast, Irving Bros. have wired in an order for a definite large shipment of both games daily until he calls a stop and from all present outlook it looks like Irving isn't going to call any stop.

And up in San Francisco, Portland, Seattle and Spokane, the Wolcher brothers are also calling for more and more of these two hits by Daval claiming that they are among the best money getters of the year.

H. G. Payne in Nashville wants as many as he can get. Harry claims both games are everything that the operators have been asking for. The Lazar brothers, Ben D., and Si, are all hopped up about Daval Baseball and Buttons and state that both games will be among the best in the business for many months to come.

Dave Bond of Trimount Coin Machine Company, Boston, is expecting to do a big job with the games in New England.

From all indications it seems that the Daval plant will be busy for some time to come producing Buttons and Baseball, not to even speak of their Tri-O-Pack and Double Deck counter games as well as their coming baseball payout game, Hit and Run.

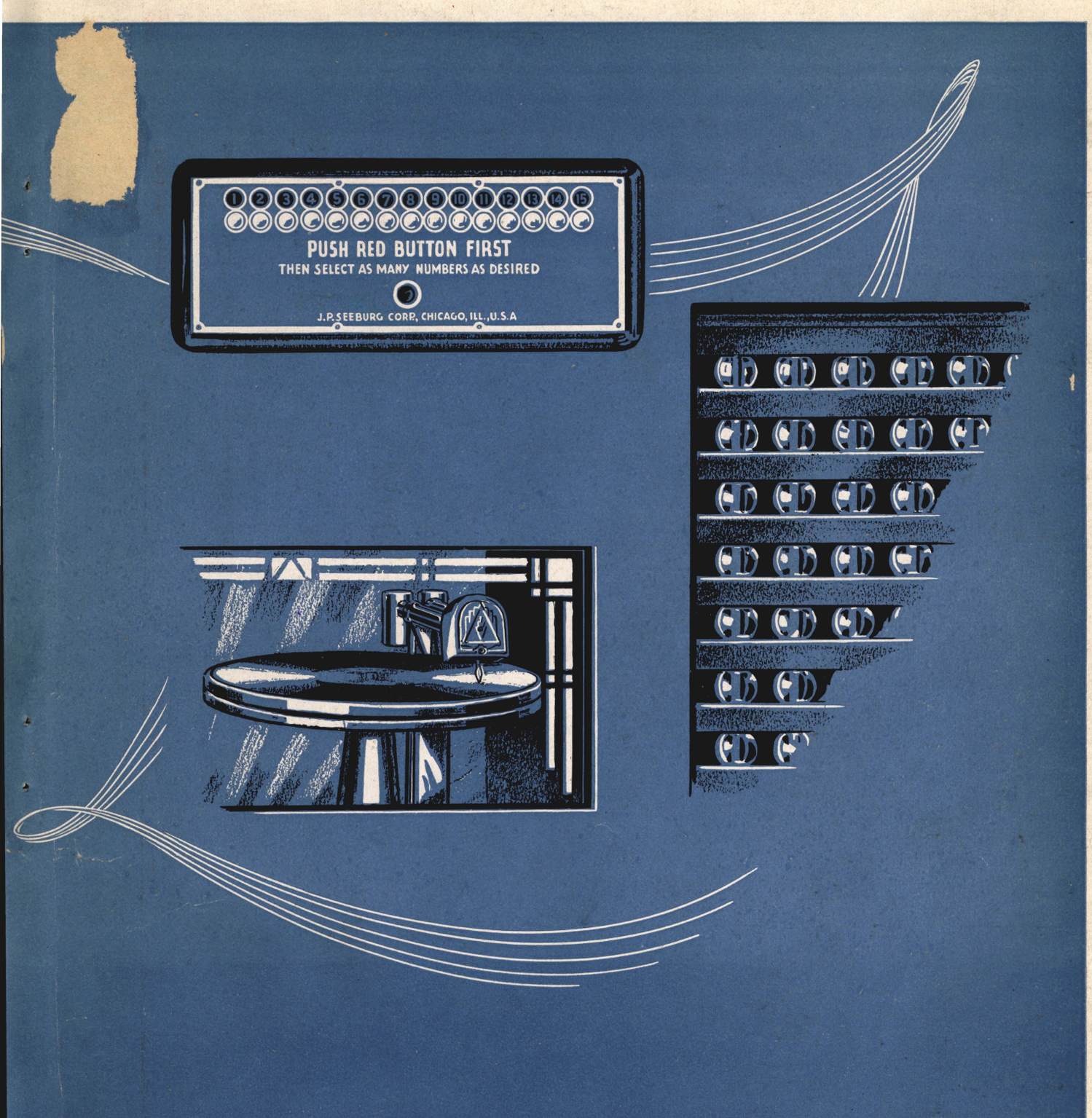
GUARANTEED BARGAINS IN USED EQUIPMENT

Mills 5c Mystery Blue Fronts	$ 74.50
Mills 1c QT Venders	47.50
Mills 25c Gooseneck Silent V	32.50
Mills 25c Gooseneck Single P	17.50
Watling 5c Gold Award V	22.50
Gottlieb Derby Day, Mys. Slot	74.50
Gottlieb Daily Races, Mys. Slot	49.50
Western Country Club, non-auto	17.50
Bally's Ray's Track	250.00
Paces Races	225.00
20 Non-automatics, all for	100.00
20 Automatic Pay Tables, all for	100.00

MILLER NOVELTY COMPANY
925 N.W. Sixth Street P. O. Box 826
OKLAHOMA CITY, OKLA.

"Just as easy as knocking over wooden soldiers." . . . Yes, all the better locations . . . the kind you've always wanted . . . are that easy to get with the new 1937 Melody King, model "K"! You know those "Atmospheric" nite spots which Jack selects for a gay Saturday night frolic with his Jill . . . Dimly lighted . . . romantic . . . swell for holding hands over a cocktail . . . but—where's the phonograph? Oh, there it is, over in the corner, concealed by the half darkness! And where were your phonograph profits? Also in the dark . . . until Seeburg designers developed the Melody King, model "K," to make these popular spots profitable for phonograph operation!

Soft indirect lighting reflected in the Sparkling Crystal Glass Grille . . . radiantly illuminated record chamber . . . Jack and Jill can spot the Melody King from anywhere . . . and the illuminated Multi-Selector makes it easy for them to set their romance to music!



And what music! . . . The kind of reproduction that can be had only in Seeburg phonographs . . . the kind of reproduction that keeps location patrons coming back for more and more . . . to your ever increasing, everlasting profit! Melody King offers you quick, easy entree to spots you've always wanted! Melody King doubles and trebles profits on every type of location!

Write for Additional Information Today!

Southern Seeburg Representative: ELECTRO BALL CO., INC., 1200 CAMP, DALLAS

J. P. SEEBURG CORP. » 1510 DAYTON STREET » CHICAGO, ILLINOIS

News From the Office
F. C. Ewing Co.

Visitors in Fort Worth attending the Southwestern Exposition and Fat Stock Show and also dropping in to see coin machine friends were:

Mr. and Mrs. Sylvan Dalmont, Odessa, Texas.

Mr. and Mrs. E. B. Ribble, Odessa, Texas.

N. L. Garner, Jacksboro, Texas.

Weldon Benton, Bonham, Texas.

H. H. Woolridge, Coleman, Texas.

Mr. and Mrs. J. Thomas Hopkins, Longview, Texas.

ANYTHING CAN HAPPEN IN CALIFORNIA

Jim Buckley, general sales manager of Bally Manufacturing Company, is displaying a newspaper clipping which tells in bold face type how "Hen Rides Bumper 15 Miles to Town." Some skeptics insist that the headline writer really meant "cow-catcher" but Jim points out that even our "feathered friends are riding high on Bumpers."

The clipping was sent in by Al Reisz, well known former Chicago operator, now operating in Los Angeles. Al sends his regards to all his old friends in Chicago and adds that "your old Ballyhoo and Rocket operator is now one of Los Angeles' staunchest Bumper boosters . . . been running marble tables here since last summer and in all my six years experience haven't seen anything take like Bumper. I set up my first Bumper January 20. It paid for itself by February 3, so help me!"

CHARLIE CAESTECKER OF GUARDIAN ELECTRIC MANUFACTURING CO., on behalf of Coin Machine Suppliers Association, presenting Bumper Trophy to Ray Moloney, president of Bally Manufacturing Company.

HIS NAME

The teacher of the Sabbath school class asked the new boy his name. He replied, "They call me Jimmie for short but my maiden name is James."

PRODUCTION AGAIN INCREASED—For the fifth time this year, production on Rock-Ola's 1937 World Series baseball game has had to be increased, to keep pace with the flood of orders. The assembly of Rock-Ola's World Series is now located in five sections of one of the large buildings at the Rock-Ola plant. This picture shows a portion of one of these assembly lines. Each game, as it is completed, goes through a triple inspection before being crated, thereby assuring perfect operation.

Famous Florida Vacationists—Mr. David C. Rockola and a party of friends spent several weeks recently in Florida and Cuba. Here we see, reading from left to right: Mrs. Rockola, Mr. Rockola, Mrs. Frank Rowell and Mr. Frank Rowell. Mr. Rowell is the president of the Guardian Electric Company and he and Mr. Rockola, of the famous Rock-Ola Manufacturing Corporation, together with their charming wives, are here seen basking in the sunshine.

EVANS GAMES IN BIG DEMAND

The coin machine industry is entering an era of greater profits, according to H. C. Evans & Co., whose Galloping Dominos, Bang Roletto, Jr., have been setting a record in recent weeks. "The current trend," said R. W. (Dick) Hood, president of the company, "is toward bigger money play and that means bigger "takes" for everyone in the trade.

Dick Hood explained, "We recently had so many orders for 25c play instead of the usual 5c that we now furnish that equipment wherever desired. These games have been designed for big earnings, and now times have improved sufficiently to warrant the higher play in most top spots. That is where these games 'shine.' The earnings at the 5c play reached unbelievable figures, so you can imagine what they bring in at 25c. Evans games have interchangeable playing fields. When for any reason a roulette type of game, for example, would have greater appeal or timeliness than a horse race attraction, or vice versa, the field can be quickly changed from one to the other at nominal charge. Likewise, the dice play, Galloping Dominos can be converted into either of the other two by this simple change.

"Some localities, of course, always prefer checks. For that reason we find a steady demand for the check separator equipment which can be had for all our games. We also find operators paying more attention to cabinets than ever before. It must be remembered that these games go into some very exclusive spots where appearance counts considerably. There must be a certain harmony between the cabinets and their surroundings and for that reason we have standardized on the ebony-black silver-trimmed moderne style because it fits into any setting.

"It took H. C. Evans & Co. 45 years of pioneering experience to learn what they know about building games but now that knowledge is priceless.

"The rush of business we've had on these games and their constantly growing demand shows the great importance of play-compelling features. Of course precision engineering and mechanical perfection are absolutely indispensable to guarantee a game's uninterrupted performance, but here again our long experience is our greatest asset."

HURVICHS BUS... BIRMINGHA...

A visitor to the sp... rooms of the Birming... Company, 2117 Third ... Birmingham, Ala., fo... activity. Max and ... better known to th... "Gold Dust Twins," ... the Birmingham Ver... were so busy, it was ... sible to get a word in...

Your visitor found ... erators purchasing n... were surprised to find ... plete stock of all of t... chines displayed at th... machine show, and even ... newest numbers just r... addition, the Birmingha... Company has quite a va... ment of used machines ... group we found quite a ... the latest pay tables, sli... Further back in the store ... dozens of counter machin... vestigating further, we lea... machines are priced so lo... ors from all over the Sou... dering regularly.

In the rear of the firs... their three-story building, w... a complete repair shop. Thre... chanics were busily engaged i... conditioning used machines. A... watching them for some time, you... reporter could understand why op... erators did not hesitate ordering used machines from Birmingham Vending Company. Their guarantee on used machines really means something.

In the back of the building, their shipping clerk was busy writing up shipments to various points in the

M...

1025-1027 U...

WICHITA, K...

FOUR SQUARE ●● JACK POT ●●

TWO SHOTS AT $25.00
500 FREE PLAYS

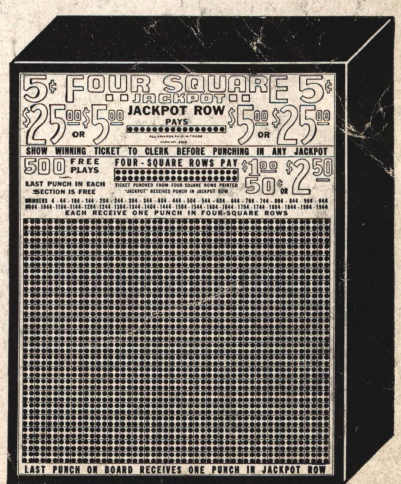
No. 2010	---	2000 Holes
Takes In		$75.00
Average Payout . .		35.00
Average Gross Profit		$40.00

A HARLICH JUMBO BOARD

PRICE EACH **$3.96** Plus 10% Tax

Price includes easels and Fraud-Proof Tickets

Our New 4-Color Catalog Will Be Ready Soon — Send for Your Copy.



HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS

T TIME WAS HAD BY ALL—In spite of the tremendous pressure of business g Rock-Ola plant, Mr. David C. Rockola simply stopped everything and decided much needed vacation in the usual winter vacation land of sunny Florida. Here eading from left to right: Mr. D. C. Rockola, Mrs. Rockola, Mrs. Horton, Mrs. Boat Captain in the rear, and on the extreme right, Mr. H. G. Hyde, the Rock- graph distributor for the state of Florida. Several enjoyable weeks were spent d Mrs. Rockola a'l through the state of Florida, down as far as the "Keys" and r. Rockola came back with a very becoming coat of tan.

and games throughout the exas, and will be connected branch offices in the state, ouston and one in San An- he new firm will move into adquarters and will have a bar, cafe, ware-room, show- nd office all under one roof. rn repair shops for all makes of hines will be in the new establish- ent. At the present time the loca- tion has not been announced. At present Mr. Wrenn is transacting busi- ness from Mr. Drollinger's office in the Jefferson Hotel. The well-known line of National cigarette machines are being displayed as well as the U-Need-A-Pak. Mr. Wrenn will dis- tribute Wurlitzer phonographs and operate exclusively in the city of Dal- las.

Wr. Wrenn states that when he gets into his new headquarters, he will maintain services on any make of machines either in the field or in his shop. Twenty-four hour service will be given to the operators when desired. Mr. Wrenn states that he has taken exclusive distribution of a new game manufactured by the Uni- versal Game Company known as Mor- Fun. This game is absolutely new. It is not a coin controlled game, it is a game embodying the stock market plan, which can be played in busi- ness places or in the home. This game is made in three sizes and is go- ing over like wild fire. George states that it is so much fun to play this game that once it is installed in a place, sales are phenomenal.

In addition to handling games, the new firm will represent the Amus-Ad Company who are national distrib- utors of an advertising program to be placed upon vending machines, where-by the operator, who places these advertisements, is paid weekly a handsome profit for displaying such. Already operators have con- tracted to place thousands of adver- tisements on their machines. Mr. T. W. Moody has been engaged to call upon each and every operator in Tex- as explaining to them fully all ad- vantages, and profitable possibilities derived in this plan.

As soon as he has the new busi- ness fully organized, Mr. Wrenn in- tends to travel extensively through- out the state calling on operators. In the meantime he invites each and every operator in the state to visit him in Dallas, and any business urned his way naturally will be ap- preciated. Harry Drollinger will de- vote his entire time to the handling of Wurlitzer phonographs in the Tex- as territory, being direct factory rep- resentative.

FREE 7 DAYS PROFITS!

TRI-O-PACK

If not completely satisfied in 7 days—Money cheerfully refunded and you keep the profits. RUSH one-third with Order—Balance C.O.D.

$23.75 TAX PAID

BIRMINGHAM VENDING CO.

2117 Third Ave., No., Birmingham, Ala.

Effective June 1st

OWING TO STEADILY INCREASING COSTS, THE PRICE OF

WURLITZER SIMPLEX

AUTOMATIC PHONOGRAPHS

Will be Increased

• • • • •

THE RUDOLPH WURLITZER COMPANY

FACTORY—GENERAL OFFICES, NORTH TONAWANDA, N. Y.

Chicago Office
Furniture Mart, 666 Lake Shore Drive

Canadian Factory, RCA-Victor Co., Ltd.
Montreal, Quebec, Canada

●

Dallas, Texas

Earl Reynolds, president of the Texas Coin Operated Vending Machine Association, announces that the regular state meeting which is held each year in April will not convene this year until May. The May issue of AUTOMATIC WORLD will carry complete details of the program to be presented.

President Reynolds says he is contacting the manufacturers regarding their donating games to be used as prizes for the lucky ones who attend.

A splendid meeting is being arranged. Make your plans to attend.

* * *

George Wrenn was really a busy man talking with out-of-town ops this week. All in connection with his new firm, Wrenn Sales Company.

* * *

Joe Akers, Triple A Novelty Co., Denton, Texas, was in Dallas recently visiting among the distributors of coin machines.

* * *

Speedy Walker, Waco operator, was transacting business in Dallas last week.

* * *

Harry Drollinger, the well known Wurlitzer representative, has been visiting operators in Southwest Texas the past few days.

* * *

Robert Hunter, manager Hunter Sales Co., 211 South Pearl street, reports that Pacific's three games, Three Star, Royal Races, and Hi-De-Ho, which he is handling, are certainly being well received by the ops. Mr. Hunter is well pleased with his sales.

* * *

W. S. McElhenny, formerly of Upper Peninsula, Mich., and now with W. G. Davis, a Dallas operator, reports everything going along about as well as could be expected.

* * *

Joe Williams was elected president of the Dallas Operators Association to serve in place of Harry Turner. Congratulations, Joe.

* * *

Fisher Brown attended the funeral of J. E. Tonnahill, formerly with the Texas Novelty Company, Beaumont. Mr. Brown is also spending a few days in New Orleans on business and pleasure. He reports that lots of interest is being shown in Rock-Ola's phonographs, Rhythm Master and Rhythm King.

* * *

Herb Wedewen, manager for Fisher Brown, reported that he returned via the air lanes from Monroe, La., recently and that he liked "taking the air" very much. This was his first experience in air travel. Herb told some pretty good "fish" stories, but this report need not quote him!

* * *

When a representative of AUTOMATIC WORLD inquired about news, the former Miss Juanita De Moss, efficient secretary in Harry Drollinger's office at Dallas said that nothing had happened that she knew of, but after further interviewing, it was learned that Miss De Moss had changed her name recently to Cameron. The marriage took place on January 30. Mrs. Cameron's many friends will wish her and Mr. Cameron much happiness.

* * *

Ed Furlow, manager Electro Ball Company, was a visitor to the Southwestern Exposition and Fat Stock Show in Fort Worth. He must sorta like "the wild life." Ed says the inquiries on Gold Rush are coming in from every direction.

* * *

Busy at their desks in the Electro Ball office were Arthur Hughes, Ed Sterns and Lester Burchfield, popular fellows in the industry.

* * *

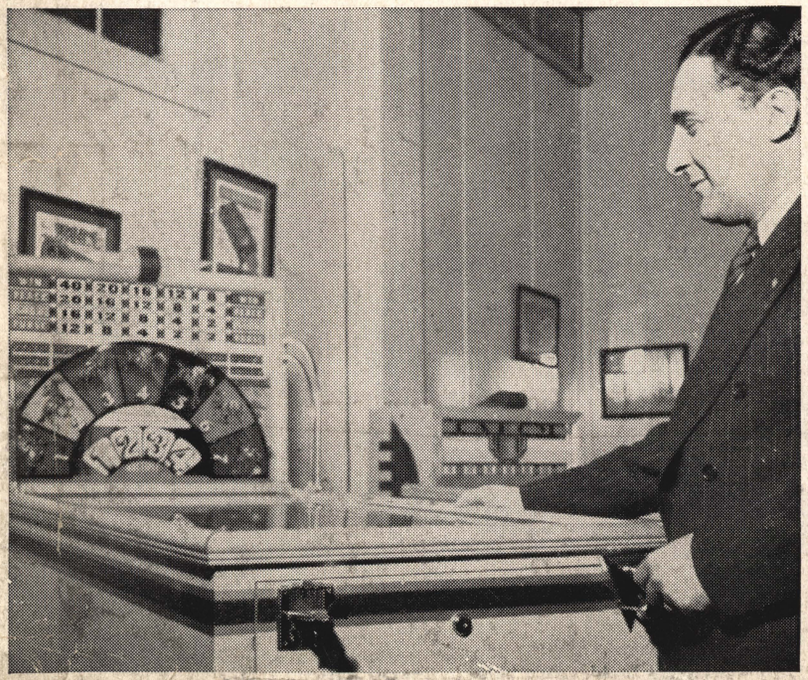
This scribe called at the office of Operators Amusement and found Mr. Pankey busy, and he reported that Roy Jones was in his private office transacting business.

* * *

A call at National Sales Company found Mr. Morris Gottlieb out. His secretary was busy answering questions in his absence.

* * *

Harry Turner could not be found about his office. Better luck next time.



JIMMY PASSANANTE OF J & J NOVELTY COMPANY, DETROIT, snapped while playing "Fairgrounds" one-shot payout game during recent visit to Bally Manufacturing Company plant.

The owl's reputation for great wisdom is quite unmerited. Scientists have known for a long time that the owl is one of the "dumbest" of all things in feathers; though a recent announcement of that commonplace fact got considerable press notice. But though he isn't wise, Old Hooty is nevertheless very useful. He feeds mostly on mice and other small rodents, and helps to keep their numbers below the proportions of an absolute pest.—Science Service.

The manufacture of a new plastic material, Rhodoid, has been started in Italy. It utilizes cellulose acetate as raw material and has all the characteristics of cellulose, except that it is fireproof, does not yellow, and is odorless. Its many applications, which have been tested by Italian producers, include transparent plate for airplanes and for tents, gas mask oculars, lamp shades, and book covers.—Ind. and Eng. Chemistry.

"I guess I have lost another pupil," said the professor as his glass eye rolled down the sink.

COME OUT FROM BEHIND THE "BINOCULARS"—WE KNOW YOU

This picture of David C. Rockola, president of the Rock-Ola Manufacturing Corporation, shows how 'D.C.' tried to fool the fish by hiding his identity.

We also catch a glimpse of the charming Mrs. Rockola, who is also trying her fishing skill.

This picture was taken at Fort Lauderdale, Fla., recently, during the vacation of Mr. and Mrs. Rockola.

We don't know just how many fish Mr. and Mrs. Rockola caught on this particular day, but we are anxious to know a few other things—

Did Mr. Rockola have several interviews with "Dizzy" Dean while in Florida? Did Mr. Rockola sign up "Dizzy" for next year's Coin Machine Show? Hast the most famous "hold out" in the early 1937 season pitcher, demanded $50,000 from the of major baseball, as the greatest Cardinals because he feels he could make that much operating Rock-Ola's 1937 World Series?

A new high has been set in wheels per vehicle with the announcement of a truck-trailer combination with 28 wheels. Its capacity is also believed to be the greatest of any trailer equipped with pneumatic tires, for it will haul a load of 30 tons. The mammoth trailer was designed to carry a steam shovel on highways where the load per tire must not exceed a certain limit.

HORSE POWER COUNTS

"Seems to me this is a one-horse town."

"Mebbe so, stranger, but we got over two hundred automobiles."

Hurvich Brothers See Business Improvement

Harry and Max Hurvich, owners of the Birmingham Vending Company, 2117 Third avenue North, Birmingham, Ala., were recently interviewed by the advertising manager of the Rock-Ola Manufacturing Corporation, and both the famous "Gold Dust Twins" were enthusiastic about the outlook for the coming summer business, at least through their territory which they have served so well for many years.

After talking with the 20 operators, Harry Hurvich said, "Of course we have not been bothered with 'sitting-down' problems like they have up North, but then, we have not been 'sitting down' either. We are up on our toes at all times and keep a constant vigilant outlook on operators' needs, and try to offer only machines and merchandise which are timely and most certain to "click" in producing nice returns for the operator.

"When we discover that certain machines are not producing what they should, or that machines are not suitable to a certain operator's locations, we do not try to persuade that operator to take on machines which would seem to be unsuitable for him or more especially his territory.

"By this watchful method, operators have come to realize we are not just merely concerned in getting out machines to them, but also want the machines to be profitable producers."

When asked about the outlook for summer returns in coin machines, Max Hurvich said, "I dislike to make predictions for then I can never be wrong, but seriously I have no doubt about operators enjoying a nice summer business. On the whole I believe that operators, at least through the South, will wind up next fall by agreeing the summer 1937 was their best summer for several years at least.

"Employment will increase right along—by every indication—and naturally, increased employment will be a boon all along the line, people will have more money to spend—and feel more inclined to spend it—operators will thereby put out more machines, distributors (and that's where we shine) will buy more machines and manufacturers will have to make more. All of which leads right back to the start, for it will mean more employment at the coin machine factories.

"I feel safe in predicting a very satisfactory business for operators, here in the South, during the coming summer and fall seasons."

Max and Harry Hurvich have been very successful in the sale of Rock-Ola's Rhythm King and Rhythm Master phonographs and recently had a photograph taken in their new show rooms with their "blonde" stenographer, Miss Sara Roth. The Hurvich boys deserve success and are having it.

BALLY HONORED FOR BUMPER IDEA

Describing the popular giant coil or bumper spring as one of the most outstanding contributions ever made to coin-machine progress, members of the Coin Machine Suppliers Association voted unanimously to award their 1937 Trophy of Merit to Bally Manufacturing Company, whose engineering staff originated and developed the bumper spring.

The trophy is unusually beautiful and strikingly symbolic in its glorification of the bumper spring as a contribution to "marble game" design.

Bumper Trophy awarded Bally Manufacturing Co. The bumper spring which surmounts the pedestal is four times bigger than the regulation spring used on Bally's Bumper game.

The solid walnut pedestal is more than two feet high and surmounting this is a super-giant bumper spring, which was wound by hand from wire one-fourth inch in diameter. Directly in front of the major pedestal is a smaller gold pedestal bearing a gigantic metal ball. Engraving on the gold aplte reads: "To Bally Manufacturing Company in Recognition of the Most Outstanding Achievements in the Coin Machine Industry."

In his speech of presentation, Charlie Caestecker of Guardian Electric Company stated that "the bumper spring idea(which has revolutionized the entire industry, ranks with such historical developments as the totalizer, the changing odds idea and the automatic payout; and it is interesting to note that Bally had a major part in the development of all of these milestones of progress—in fact was the first to design and build an automatic payout pin game."

The Bumper Trophy represents the third signal honor received by Bally this year. The first was the Ray Moloney testimonial dinner during the convention, when several hundred jobbers and operators joined in honoring Bally's popular president; and the second was the unique tribute to Bumper published in various coin machine papers by Jack Fitzgibbons of New York.

BALLY LETTERHEAD SHOWS MILESTONES

Cleverly portraying coin-machine progress during the past few years, the new style letterhead which Bally Manufacturing Company supplies to jobbers will bring many fond memories to the minds of "old-time" operators.

The name Bally, across the top of the letterhead appears in white, each letter superimposed on a gold coin. Each gold coin, in turn, carries a date and the name of a game: 1932—Ballyhoo; 1933—Airway; 1934—Rocket; 1935—Jumbo; 1936—Preakness. Each of these games was an outstanding hit of the year. A larger coin in the foreground carries the legend "1937—Bumper" to indicate that Bumper—and Bumper-games such as Skipper, Carom and Bally Booster—represent the present peak of progress.

WHAT! NO FISH STORIES?

Mr. David C. Rockola, president of the Rock-Ola Manufacturing Corporation, is here shown on a fishing expedition in Cuba.

This picture really deserves publication for, believe it or not, Mr. Rockola returned to Chicago without boasting of the "whoppers" he caught on his fishing trip. This is news, indeed, for someone to return without numerous stories of the great length of the fish that were caught, to say nothing of the great length of the fish that just happened to get away.

Messrs. H. G. Hyde, the Florida Rock-Ola phonograph distributor, and Frank Rowell of the Guardian Electric Company, testified to the fishing ability of Mr. Rockola, in spite of his reticence to brag about the fish he caught.

ROCK-OLA'S 1937 WORLD SERIES EXTREMELY POPULAR IN CLUBS—This picture shows an enthusiastic group surrounding Rock-Ola's 1937 World Series baseball game. This game is proving highly successful, not only in the better class of taverns and drug stores, but particularly in private clubs as well as night clubs. Club members become especially interested when a contest or tournament is put on among the various members, and here we see six or eight trying for high score in friendly competition.

Announcing a

WURLITZER
FACTORY BRANCH OFFICE
and SHOWROOMS *in*
CHICAGO

FURNITURE MART, 666 LAKE SHORE DRIVE

Operators visiting Chicago are cordially invited to make our Chicago Office their headquarters

WE PROMISE YOU WURLITZER HOSPITALITY

Appreciating the fact that hundreds of Operators visit Chicago during the course of a year, we have opened a Chicago Factory Branch Office in the Furniture Mart, 666 Lake Shore Dr. We are confident that this addition to Wurlitzer facilities will enable us to better serve our customers and prospective customers from all parts of the United States and Canada.

Here you will find a complete display of Wurlitzer-Simplex Automatic Phonographs and personnel that is familiar with the latest developments in automatic music. The manager will be in close touch with the Wurlitzer Plant at North Tonawanda by teletype and can give you the same kind of prompt, courteous and intelligent service you would get if you were to visit our main offices at North Tonawanda.

Just as Wurlitzer's showrooms are the high spot of the Coin Machine Show, so too we expect to make our Chicago factory branch office, the one place you will want to come first and leave last, when you are in Chicago.

Pay us a visit the next time you are in Chicago. *We promise you Wurlitzer hospitality.*

THE RUDOLPH WURLITZER COMPANY

Chicago Branch Office and Showrooms
Furniture Mart 666 Lake Shore Drive, Chicago, Ill. Telephone Superior 8076

Main Office and Factory:
North Tonawanda, N. Y.

Canadian Factory, RCA-Victor Co., Ltd.
Montreal, Quebec, Canada

Master Records Embark on Largest Recording Program in the Industry For A. R. C.

With the signatures of R. W. Altschuler, president of the American Record Corp., and Irving Mills, managing director of Master Records, Inc., still wet, the newly organized firm started the largest recording schedule in the business in order to have ready for its initial release, on April 1, more than 200 musical items, which will make up the initial catalogue.

Announcing the company policy to a large representation from both press and trade at the cocktail party which officially launched the firm on March 6, Irving Mills announced that his new firm would issue two labels: Master Records, which will retail for 75c and Variety Records, to be retailed at 35c.

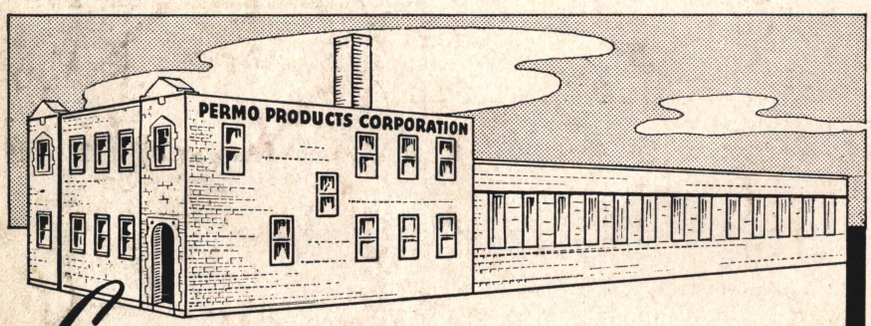
An impressive list of attractions make up the personalities to be included on Master Records. Duke Ellington's famous orchestra, the Hudson-DeLange Band, Mario Braggiotti's orchestra, Jack Denny's orchestra, the Raymond Scott Quintet, swing sensations of 1937, Willard Robinson's Deep River orchestra, Lew White's orchestra, plus other important names have been lined up for future recordings.

For Variety Records, an imposing array of musical stars were acquired with both eyes toward the automatic trade, in particular. For the first time in phonograph recording history, new records by Cab Calloway and Mills Blue Rhythm band will be available for 35c! The acquisition of George Hall's orchestra and Dolly Dawn's Dawn Patrol was considered, in discing circles, the biggest scoop of the year. The best selling pair made the switch almost immeditely after the appearance of the new waxing combine. Among the other outstanding artists, to be heard on Variety Records, are Red Nichol's new orchestra, which returns to the platter trade after an absence of more than four years, Ben Pollack's band, Paul Ash's orchestra, Jay Freeman's band, Jan Savitt's Top Hatters, Harry Reser's orchestra, Barney Rapp's New Englanders, Barry Wood's Mellow Melody, Gary Holden's orchestra, a discovery of Martin Block, famous announcer of the "Make-Believe-Ballroom" broadcasts, Orlando Robison's orchestra, Barney Bigard's Jazzopaters, Dude Skiles' Vine Street Boys, Rex Stewart's 52nd Street Stompers, Frank Newton's Uptown Serenaders, Jesse Stone's orchestra, Midge Williams' Jazz Jesters, Red McKenzie's orchestra, the Five Jones Boys, the Three Peppers and others.

"I've always been of the opinion," remarked Irving Mills, whose significance on the Great White Way has already been established in view of his activities as managerial guide to the foremost musical rhythm bands on radio, "that big names make big sales and that new names create new markets. That's why our first release possesses a combination of both. Also, special song material, exclusively for Master and Variety Records, is certain to draw new interest from customers. In 'waxing' the new discs we have adhered to trends, consequently the balance and tone of the recordings were made so that they would be especially suited for coin machine use."

Irving Mills' position as managing director of Master Records, Inc., is not his first venture in the recording business, for more than ten years ago he was making special platters and is credited with being the first to record such present day best sellers as Duke Ellington, Cab Calloway, Benny Goodman, Red Nichols, Red Norvo, Tommy Dorsey, Miff Mole and innumerable others. Irving Mills' knowledge of music and activities in Tin Pan Alley, in view of his connection with Mills Music, places him in a better position, probably, of knowing the musical trends better than any other person in the recording line. His affiliation, also, with Consolidated Radio Artists and as president of Mills Artists, one of the biggest orchestral booking offices, are affidavits to his expert judgment in selecting talent.

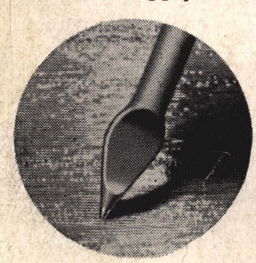
R. W. Altschuler, in discussing the new firm said, "I feel Master Records will result in an important part of the phonograph record industry,



Announcing THE NEW HOME OF

PERMO PRODUCTS CORP.

For the past ten years, operators, as well as phonograph and record manufacturers, have looked to PERMO as the acknowledged source of supply for the only long life phono needle.



IT'S ALL IN THE ELLIPTICAL POINT

Because of our sincere determination to "Serve you with the best" and a necessity for the use of metallurgical products by other industries, we have moved into a spacious new modern plant. This plant is equipped with the finest and most modern machinery capable of efficient quality production.

We have installed one of the most complete metallurgical laboratories in the country. Here, in our own factory, skilled technicians, some of them nationally known for their scientific accomplishments in the use of precious metals, conduct intensive research in the production of fine point materials. We also have available a metallurgical service to all manufacturers in solving metallurgical problems and advising as to the many ways in which precious hard metals can efficiently be used in production.

6415 RAVENSWOOD AVE. CHICAGO, ILL.

for is working on angles unlike any oth firm. In view of their mod- err up-to-the-min approach, I fe certain they tined for su s."

M er and Var rds will be ased by the e firm on A il 1.

OPERATOR MUST GET FIRST CONSIDERATION SAYS GOTTLIEB

Still smarting because his company fell behind in production due to the unexpected rush of business on their new novelty game, Electric Score-Board, Dave Gottlieb, president of D. Gottlieb & Co., gave the following explanation:

"The Gottlieb Company has a hard, fast rule about quality that can never be broken, no matter what the rush. Each game has to go down the line for its gruelling inspection and complete tests of every part, even though our distributors are clamoring for delivery. There is no such thing as make-shift inspected machines leaving the Gottlieb factory. We know too well what an operator is up against when a manufacturer delivers a poor quality or faulty game. The fact that our new baseball novelty, Electric Score-Board is not a high price machine does not justify any cheapening any where. Because it is in such great demand does not relieve us from our full duty of having it perfect in every detail before it leaves our factory. I know that production speed is a nice thing, but we think operators' friendship and good will are worth a whole lot more.

"The Gottlieb policy has always been to help the operator make money. The only way to do that is to furnish the games that the public likes to play, and to build them so they'll stand up under hardest use. We don't expect to fall behind in delivery again, but we'd rather do that any time than deliver machines even a little bit below our standards. Gottlieb games must always stand for the highest quality that can be built."

The company also very satisfactory sales of ma- chines and is highly ver business indications f ing spring and summer.

We have come to a point where the possibility to machine parts accurately exceeds our ability to measure them.—Hilding Tornebohm.

COIN MACHINE AND PHONOGRAPH OPS ORGANIZE TO FIGHT UNFAIR LAWS

At the call of Messrs. Frank Engel, president, and Edward N. Polisher, counsel for the Phonograph Operators of Eastern Pennsylvania and New Jersey, a meeting of all coin operated machine associations was called at Harrisburg, Pa., recently. In attendance were Messrs. Frank Bowlin, president, and Morris M. Berger, counsel for the Music Operators of Western Pennsylvania; Marty Mitnick, president of the Philadelphia Amusement (Pin Ball) Association, Norman Fuhrman, counsel for the Eastern Pennsylvania Cigarette Machine Association, and many others representing the various coin operated vending and service machines throughout the state of Pennsylvania.

Legislation destructive to the coin machine industry is pending before the Legislature of Pennsylvania and a committee was organized to resist this unfair legislation. It is headed by Messrs. Engel and Bowlin. The committee was given wide powers to take necessary steps and each representative arranged to call a meeting fo his respective association to inform them of the progress that is being made. The legislation is being closely watched and the operators expect to be able to present formidable resistance to any unfair legislation.

ORIGINAL CAILLES ANNOUNCE NEWEST PRODUCT

Detroit, Mich.—Distributors and operators of coin machines throughout the country are showing great interest in the seven-play, seven jackpot multi bell, just announced by the A C Novelty Company. This company, founded by Adolph Caille and Arthur Caille to re-enter the coin machine industry, devoted more than three years oin research and development, and invested $250,000 in their new enterprise. "All for the purpose," Mr. Caille said, "to experiment in our laboratory and at our own expense, instead of on locations at the expense of operators and distributors, as too often is the case."

Laboratory research and technical experimentation has become a part of the coin machine industry, as is proven by the more than three years spent in the development and preparation for production of this new A C Novelty Company product.

Art Caille, president of the company, predicts: "The future of this new multiple bell machine, which in our opinion is the fastest play machine ever built, is even greater than the phenomenal success enjoyed by the jackpot bell machine, invented and pioneered by us. The reason is easy to understand. This great machine offers more advantages to the players, which mean greater play and resultant increased earnings for the operator."

Editor's Note: The AUTOMATIC WORLD has been included in the list of publications selected to carry the elaborate announcement of the A C Novelty Company.

The world's loudest noise, the volcanic explosion of Krakotoa in 1883, was heard by human ears as far off as Bangkok, Siam, something more than 1,400 miles away.—North Dakota Engineer.

GUARANTEED USED MACHINES

IMMEDIATE DELIVERY

Preakness	$67.50
Blue Bird	42.50
Mystery Races (Gottlieb)	32.50
Mystery Races (Western)	29.50
Multiple Slot Daily Races	22.50
Ticker (with escalator)	37.50
Derby Day	57.50
Bally Derby	22.50
Sweet 21	67.50
Bee Jay	45.00
Flying High	32.50
Saratoga	32.50
Speedway	17.50
Parlay	17.50
Leatherneck	17.50
Peerless	17.50
Gallopin' Plugs	15.00
Jumbo	15.00
Pig Shot (California Co.)	15.00
Rodeo	12.50
Tycoon	22.50
Hialeah	18.50
Belmont	37.50
Bally Natural	22.50
Daily Limit	12.50
Jr. Palooka	25.00
Bally A'l-Stars	21.50
Pamco Chase	20.00

PRICES F.O.B. DALLAS

One-third certified deposit required. Balance C.O.D.

HUNTER SALES CO.

PAMCO DISTRIBUTORS

211 S. Pearl St. Dallas, Texas

Telephone 7-1472

NEW!

Now delivering from Dallas stock—Pamco's sensational Hi-De-Ho, one ball automatic $139.50

Also five ba'l novelty model..... $64.50

Three Star—Five ball novelty.... $64.50

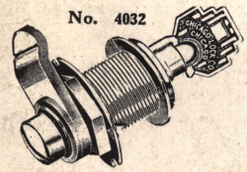
Royal Races—One ball automatic (Pamco's latest) $169.50

A chemical means of removing inks from old newspapers and periodicals so that the paper might be used again has been the subject of research in Germany for many years. Being unsuccessful in finding a process that would remove lampblack inks, attention was turned to the preparation of an ink which could be easily bleached. Reports from Frankfort-on-Main indicate such an ink has now been developed and that eventually it may be adopted by the entire German printing industry.—Ind. and Eng. Chemistry.

FREE
Send TODAY
for THIS BIG NEW
LOCK CATALOG

Coin Machine Operators —Manufacturers — Service Men—YOU need this valuable reference book. Should be on every lock buyer's desk. Crammed full from cover to cover with a large assortment of Coin Machine Locks for every purpose. Over 100 different models—cabinet locks, padlocks, etc. — for amusement games, automatic phonographs, bowling games, vending machines, etc. Write for your copy today.

No. 4032



(Illustration greatly reduced). Has famous ACE 7 Pin Tumbler cylinder and ROUND key that defies fraudulent duplication. One of 100 models of Chicago Double Bitted Locks, Padlocks, etc. Write for catalog and prices.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

ONE MAN "SIT-DOWN" HITS GOTTLIEB

George Ponser, the live-wire Eastern distributor, staged a one man "sit-down" strike at the factory of D. Gottlieb & Co. last week—and it ended in a complete victory for George.

The occasion of his visiting Chicago was to arrange for delivery of a large order placed for the new Gottlieb baseball novelty, Electric Score Board, which he says is running into a boom in his territory. However, at the factory, orders have been coming in so fast that delivery is a problem, while distributors from all over the country are calling for more. Taking no chances on the delivery of his order, George Ponser decided to "sit down" at the assembly line and "earmark" the machines for his company as they passed him until his quota had been filled. No amount of coaxing on the part of the Gottlieb officials could budge him. "No sir," said George, "I'll stick it out on this line if it takes all week, but I'm going to get my games before I leave here and that's all. The George Ponser Company's slogan is 'America's Most Progressive Coin Machine Distributors' and we live up to it 100 per cent. When our customers call for a game, they're going to get it or I'll know the reason why."

Mr. Ponser reported business highly satisfactory, both in New York City and Newark, N. J., where they operate sales offices. "Operators in the East," he said, "have been yearning for a low-priced non-payout type of game that has the good features and earning power of a first class payout. Well, Gottlieb has it, believe me, and our operators are going to get it!"

Dave Gottlieb got a big "kick" out of the one-man strike. "George was good natured about it," he said with a laugh, "but he really meant business and wouldn't give up until he had the games he wanted. The result is that we had to adopt a new production schedule to speed up delivery still more, as we anticipate a further rush on Electric Score Board when the baseball season opens."

The assertion of some people that they can feel the presence of others in the dark may be nearer the truth than is generally supposed. Scientists have determined that the skin is capable of detecting changes of temperature as small as five ten-thousandths of a degree centigrade per second.

TONNAHILL PASSES

We are very sorry to le[arn] of the passing of J. E. Ton[nahill], formerly of the Texas N[ovelty] elty Company, Beaumont, T[exas].

Mr. Tonnahill was a fine m[an] and was one of the leaders this great industry. He atten[ded] ed the National Coin Machine Show in Chicago in January, and had only recently retired from this business on account of his health.

His many friends will sincerely mourn his passing.

Oh, For the Life of a Floridan!—Mr. David C. Rockola of the Rock-Ola Manufacturing Company, is shown here in a picture taken at Key West, Fla., during his recent vacation to the Sunny South.

Proof Positive

Judge: "Are you certain that the defendant was drunk?"

Officer: "Absolutely, sir."

Judge: "Why are you so sure? Could you have been mistaken?"

"Officer: "Well, I saw him put a penny into the telephone box, then look up at the clock on the City Hall and moan: 'My gosh, I've lost fourteen pounds.' "

Coin Machine Trails from Throughout the World Lead to Mills Novelty Company at Chicago

The coin machine trails of the nation lead to the Mills Novelty Company of Chicago, the "world's largest manufacturers of coin machines."

For 48 years this company has constantly brought world markets to its door as the result of the superior engineering of its products, causing them to give long years of satisfactory service in the vending and service field. It has also been due to the advancement of new types of machines released as the markets needed them from time to time. A variation and selection of machines covering any operator's requirement. Machines that have given operators the greatest returns for the smallest investment.

The past year brought about a great year in building expansion for Mills. Two new factories were added to their already huge factory in Chicago, making three large manufacturing and assembly units, all for the manufacture of their products.

PLANT No. 1—The immense four-story home office and factory building located at 4100 Fu'lerton Avenue. Floor space is 370,500 square feet. There are over 1,500 peop'e employed at the main plant. PLANT No. 2—This is a one-story building lo:ated at 4600 Palmer Street, about a mile west of the home office. Floor space is 75,000 square feet. There are usually about 500 men at work at this plant. PLANT No. 3—This is the newest of the Mills plants. It is a short distance from Plant No. 2. Floor space is 160,000 square feet. At the present about 400 men work here, but there is room for many more.

Wurlitzer-Simplex Shipments Breaking All Records

According to a statement released by H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, "Shipments of Wurlitzer-Simplex automatic phonographs for 1937 to date are the greatest in Wurlitzer's history—and that means the greatest in the history of the industry. Our shipments are breaking all records. We are running far ahead for the same period last year."

"This condition," observed Mr. Capehart, "reflects the sound business judgment of operators all over the United States and Canada. It is substantial proof of their confidence in both the present and future of automatic music. In most cases, and in most sections of the country, business is good with them—and I am confident that it is going to be even better. People are making more money. This is being reflected in the number of nickels, dimes and quarters slipped into the coin slots of Wurlitzer-Simplex automatic phonographs. Thousands of locations that have never had an automatic phonograph before are waiting for operators to install machines.

"All these things are stimulating big purchases by operators and making it possible for the business of the Rudolph Wurlitzer Company to set an all time high."

"Of course," said Mr. Capehart, "much credit must be given our designing and engineering departments for producing an instrument so beautiful that it fairly entices people to play it—so perfect in its faithful reproduction of music that it is difficult even for trained ears to tell the difference between Wurlitzer-Simplex music and that of live talent. The contributions made by Wurlitzer engineers to the art of reproduction and amplification of automatic music have played an important part in the popularity that this form of music is now enjoying."

Can't Stand Prosperity

There is nothing like an empty stomach for promoting thought.

This has been illustrated by writers and inventors doing their best work in poverty—and often going to seed after they become prosperous.

It has happened, too, with many a business—fighting hard and building up in the lean years, becoming fat and sluggish in the years of plenty.

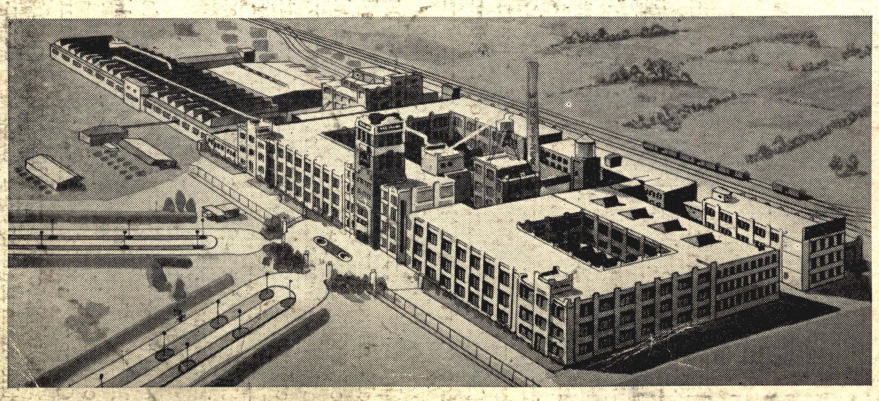
When the stomach is filled with food, the blood leaves the brain and goes to the stomach to aid digestion. Partial brain anemia ensues, and the mind functions slowly.

With the stomach empty, there is a surplus of blood in the brain. Nature is stimulating the individual to evolve a plan for obtaining nourishment.

All have noticed that if they eat too heavy a lunch they are sluggish in the afternoon. You see it in nature—all the way down to the python sleeping for days after its very occasional meal.

Prosperity, like a large dinner, generates languor. There is a letdown of the dynamic forces. Probably this explains our periods of business depression—the reactions from prosperity causing drowsiness.

With prosperity all the time, we would become like the lotus-eaters. Business depressions waken us from a toxic condition resulting from too much prosperity.



Wurlitzer's mammoth plant, North Tonawanda, N. Y., that is working day and night to fill unprecedented demand for Wurlitzer-Simplex Automatic Phonographs.

CAPEHART ANNOUNCES NEW PRICE

H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, has just announced a price increase on Wurlitzer-Simplex automatic phonographs, effective June 1.

In announcing the price increase Mr. Capehart said, "We have tried, as long as possible, to keep from increasing our prices. However, with material prices increasing every month—with labor, overhead, lumber, motors, electrical parts, etc., over 20 per cent higher since January 1—every order we place a supplier brings back a reply that the price has gone up—with more increases in sight—we have no other choice than to increase prices, the exact amount depending on costs prevailing as of June 1.

"In giving this long advance notice of a price increase, instead of being secretive about it and catching operators unawares, we are carrying out the policy upon which our success has been built—namely playing fair with our operators.

"For the operators, however, I believe that the increase in the cost of labor and materials, which is not common to our industry, but general for all industries, will mean greater prosperity.

"Wurlitzer production schedule for the next ninety days will be the biggest in the history of the company. As a friendly word of advice, I suggest that everyone get their orders in before the price increase takes effect.

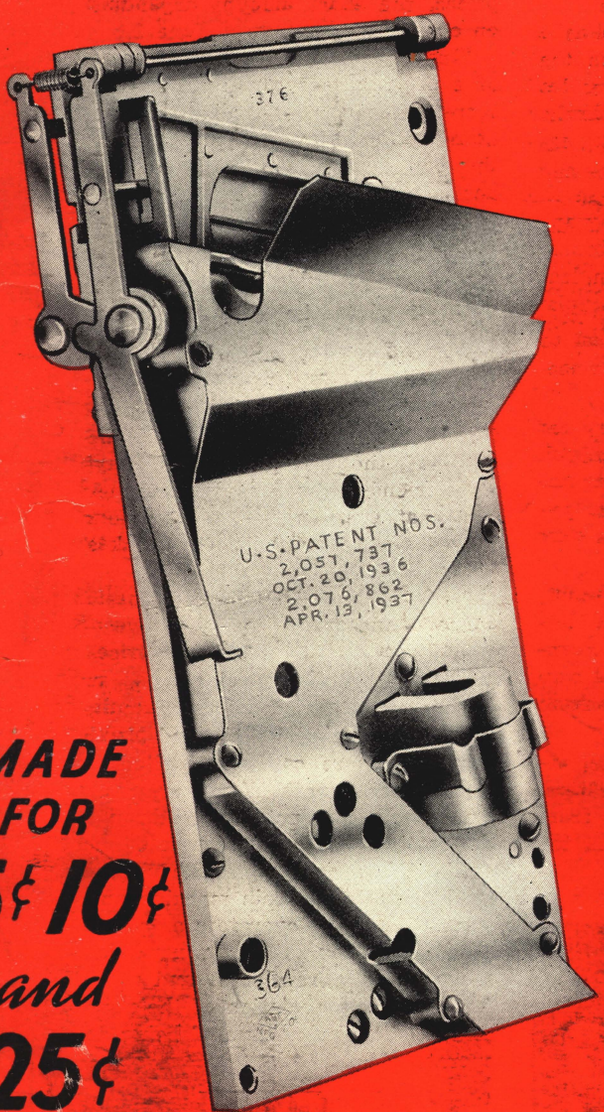
"It is my firm belief that automatic music is one of the soundest investments anyone can make. As prices increase in all lines of goods, as weekly payrolls continue to mount, I feel confident that time will prove the truth of my convictions."

Homer E. Capehart, Vice-President of the Rudolph Wurlitzer Company, in announcing price increase of Wurlitzer-Simplex automatic phonographs, pointed out that increasing costs in all lines puts more money in the workman's pocket—will boom the intake of automatic phonographs.

ARE YOU IN BUSINESS

TO *Make Money* OR *Collect Slugs* ?

The A·B·T *Commercial* COIN DETECTOR



MADE FOR 5¢ 10¢ *and* 25¢ *PLAY*

Prevents THE USE OF SPURIOUS COINS . . . NO MORE "*Phonies*" IN YOUR COLLECTION BOX

No longer need collection days be robbed of the complete pleasure that should be every operator's! No longer need profits be discounted according to the sadly numerous spurious coins and slugs that creep into every unprotected cash box!

A. B. T. is proud to say that the slug menace has been definitely eliminated to the greatest degree human genius has been able to achieve. Of all the slugs and imitation coins known to be usable in coin operated machines, 98% of them WILL NOT BE ACCEPTED BY MACHINES EQUIPPED WITH THE A B T COMMERCIAL COIN DETECTOR!

More than ever before, A. B. T. is "The Watch-Dog of Your Cash Box!"

We invite the opportunity to cooperate with your engineers in adapting the Commercial Detector to your coin operated mechanism!

***The* SAD STORY *of the* SLINKING SLUG**

The Slug, for your personal information.
Was a "coin chute crasher" of bad reputation
Now its quite a different tale,
Because the Slug is lodged in jail.
Put there by your Big Profit Protector.
The ABT Commercial Coin Detector!

A·B·T MANUFACTURING COMPANY

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CHICAGO, ILL.

Wurlitzer Operations at High Level

If more operators in all sections of the country had the opportunity to visit the various factories making the coin machines and amusement devices they are handling, operators generally would have a bigger and broader conception of the magnitude of the business in which they are engaged.

A pin game—an automatic phonograph—a Skee Ball—a vending machine—these items to the rank and file of the operators of America are nothing more than a conglomeration of wood, metal, glass, wire and a host of other things, all assembled together into a workable unit with a coin slide attached to take in the nickels, dimes and quarters.

Little do they realize the extensiveness of the manufacturing plants; the machinery; the raw materials; the tools, dies and jigs; and finally, the manpower and organization work required to keep the wheels of production turning in an orderly fashion to manufacture the equipment that is destined to add to the profits of the operator.

Mr. Carl E. Johnson, vice-president and plant manager of the Wurlitzer Company in North Tonawanda, N. Y., certainly could open the eyes of any operators who talk with him relative to the vast amount of detail required in the manufacture of the ever-popular automatic phonograph.

For instance, the variety of raw materials used in the production of the Simplex automatic phonograph is deserving of special mention. The Paldao veneers of the Model 616 come from the Philippine Islands. Lumber of various kinds is secured from Canada, the Appalachian and Adirondack Mountains of the East, the Southern states and the Pacific Northwest. Some of the glue that is used is secured from the Island of Java, to the northwest of Australia; and the base for some finishing materials comes from China.

In the line of metals used in the production of automatic phonographs we have: steel, brass, copper, bronze, zinc, aluminum, silver, cadmium, lead, tin, molybdenum, iridium (not platinum), chromium, antimony, nickel, and chromel. The variety of wood going into the production of phonographs and Skee Balls may be listed as: birch, chestnut, gumwood, basswood, maple, walnut, oak and poplar.

In addition to the raw materials enumerated above such other items as paper, glass, rubber, fibre, celluloid, paper mache, bakelite and all kinds of cotton covered and rubber covered wire go into the production of the Wurlitzer automatic phonograph and the Skee Ball.

Due to the exceptionally heavy demand from all over the country, Mr. Johnson has been forced to step up Wurlitzer production to high levels and then continue to keep increasing it. The business of manufacturing automatic phonographs today is far removed from the manufacturing and assembling processes in use as far back as three years ago.

Production releases for 10,000 automatic phonographs at one time are not at all uncommon and such a release means the purchase of the multitude of raw materials required and the scheduling of their manufacture to fit in with a prearranged plan of shipments of finished merchandise within a given time.

Mr. Johnson gives unlimited tribute to his organization for making possible the most outstanding record ever made by any phonograph manufacturer in keeping production in line with such a tremendous demand for the product. At the present time, and for a period of many months previously, the Wurlitzer factory has been running extra shifts in practically all departments, and in some a regular 24-hour production schedule is in operation.

Any operators who happen to be in the vicinity of Buffalo and North Tonawanda are cordially invited to visit the mammoth Wurlitzer plant. An orderly, conducted tour through the factory will quickly reveal some of the things connected with volume production in the coin machine business with which operators as a rule are not familiar. Such an inspection trip will be a revelation and make for greater appreciation of the magnitude of "this business of being an operator."

Carl Johnson, vice-president and plant manager of Rudolph Wurlitzer Co.

Sure Sign

Teacher—"Well, Billie, if you have a quarter in your left pocket and 50 cents in your right, what must you have?"

Pupil — "Please, sir, somebody else's trousers on."

A. C. Novelty Presents New Bell Play

The A C Novelty Company, Detroit, founded by Adolph and Arthur Caille, have just announced a remarkable new multiple play bell machine incorporating an entirely new principle and theory of bell play.

Veterans in the coin machine industry, both manufacturers and operators, who examined the new A C Seven Play Bell at private showing and on test locations, declare it to be an outstanding creation. This new machine, identified as the A C Multi Bell is an entirely new principle in bell play as it gives the player, or players, an opportunity to play, simultaneously, seven coin slots with seven jackpot combinations.

Seven persons can play this machine at the same time. It is equivalent to seven single slots in one. The principle of construction and play permits players to select any number from one to seven, their so-called "lucky numbers," and have an equal chance at the odds from 2 to 20 as well as the jackpot payoff. Present day operators will immediately recognize in the multiple bell the identical theory of multiple play employed by the various dice, roulette and racing type machines.

Combining the two greatest systems of play that the industry has ever known, the Dewey and the Bell so familiar to oldtimers, this latest innovation bids fair to surpass even the phenomenal success of the jackpot bell introduced by the Cailles several years ago. Retaining with improvements and refinements all of the desirable and worthwhile features of the Dewey and Bell, this exceptional new product makes available, for the first time, many advantages for players and operators. The exclusive multiple play feature avoids "player waiting" which means no lost revenue because of delay. No one player can monopolize play unless he plays the entire seven numbers or symbols. The result is greater player appeal, more group play and correspondingly greater income or earnings.

The entire skill and ingenuity of the minds who developed this machine were striving for one result, "a mechanism that would work perfectly mechanically and make greater profits." The results are more than satisfying from the standpoint of dependability and revenue. A large number have been in operation for a long time on locations. Several were constantly operated in the experimental laboratory. All in all, more than three years were spent in development and preparation for production.

From blueprint to finished product, the A C Multi Bell is precision built in the new A C factory. The A C Novelty Company plant in Detroit is one of the best equipped coin machine factories in the business. New tools, up-to-date machinery, modern production methods, and experienced coin machine builders assure A C products of high quality and durability.

The design of the machine gives it the appearance of being large in size. Actually the machine, in both weight and dimensions, is no bigger than many single play slots. The finish on the machine, also new on coin machines, is a special aluminum color with a beautiful texture. The backgrounds of reels and jackpot is a magnetic red. Finish strips are die-cast chromium plated. The appearance of the complete machine is one of striking beauty and appeal.

A feature intended to be of special interest to the players is the operation of the jackpot. When the jackpot combination appears and the coins in the jackpot disappear, a shutter comes into view exclaiming "You Got It, Try for Another." On the next play the shutter revolves out of sight and the jackpot coins again come into view. This feature gives the players the inducement of a full jackpot at all times. As a result it is said that play is stepped up considerably and player interest sustained indefinitely.

According to Mr. Arthur Caille, president of the company, the new machine is not being built to a price nor is it to be marketed in the competitive price class. Instead the product is being manufactured to highest production standards, and it will be merchandised through distributors and operators with a well rounded and extensive advertising and sales promotion program.

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FOR DELIVERY!

ROBBINS'
2 IN 1
VENDOR

HERE'S WHY THE 1937 MODEL
2 IN 1 VENDOR
Is Going OVER IN A BIG WAY!

1 Earns TWICE as much as a single column vendor.

2 CAPACITY: About 5 lbs. Nuts and Confections or 700 Balls of Gum in EACH section. VENDS over 20 DIFFERENT items.

3 100% Perfect Coin Mechanism. REJECTS MOST SLUGS and WASHERS.

4 Requires only 9 inches of counter space. Can be placed on floor stand or against wall.

5 Water-Proof construction.

6 LOW PRICE TO OPERATORS!

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D. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.

Mention Automatic World when answering.

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WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, $1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

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FOR ONLY $65.00 A FRESHLY REFINISHed 24 record selective streamline Gabel Automatic Phonograph, never before such an opportunity. Capitol Automatic Music Co., Inc., 460 West 34th Street, New York City.

SEVEN RAY'S TRACKS, USED TWO weeks, like new, $225 each. 100 used slots, and 20 new 5c QT Bells, $42.50 each. Wayne Sales Co., 207 Pine Street, Greenville, Ohio.

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SAMPLE GROSS, 90c.
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FIVE ROTARY MERCHANDISERS, USED four months, $130 each. Write 421 South Bixel Street, Apartment 309, Los Angeles, Cal.

A-1 RECONDITIONED LIKE NEW CIGArette Machines. Special! Fifty 6-column Rowe De Luxe with penny box match at $14.50 each. Other bargains. Write for list. X. L. Coin Machine Co., 1351 Washington Street, Boston, Mass.

A BARGAIN. FLOOR SAMPLE PHOTOmatic, the automatic photo taking machine, $395, cost $795 new. Details, sample photo free. Markepp Company, Cleveland, Ohio.

SNACKS 3-COMPARTMENT NUT VENDors, never unpacked, $18.75. Save $10. Big bargain list free. Write Markepp Company, Cleveland, Ohio.

TRI-O-PACK PROVES BEST STIMULATOR DAVAL REPORTS

Al S. Douglis, president of Daval Manufacturing Co., manufacturers of many sensational counter games for the coin machine industry, reports that the new trade stimulator counter game of the firm, the penny play Tri-O-Pack, is probably the greatest game of its kind that the firm has ever produced.

Mr. Douglis reports, "We have been in receipt of various methods that are being used by operators throughout the country to stimulate trade and greater profits with Tri-O-Pack. Some of these angles are so unique that we believe they will prove of great interest to other operators.

"For example, one operator in Ohio reports to us that he uses Tri-O-Pack in conjunction with his cigarette machine route. He is, by the way, one of the largest cigarette machine operators in the country. He places Tri-O-Pack on the same locations where he has his cigarette machines and finds that he greatly increases purchases from the merchandisers while at the same time enjoying tremendous profits from the Tri-O-Pack.

"The storekeeper buys the packs of cigarettes awarded to the player from the cigarette machine. In this fashion the operator has a careful check on the payout. He just counts the coin in the cigarette machines and the overs are totalled against the reported payout.

"Of course, the most interesting part of this proceeding is the fact that Tri-O-Pack in many locations has so greatly increased the sale of cigarettes from the machines, and been so profitable for the operator, that some of his cigarette machines are now being serviced more than twice a day."

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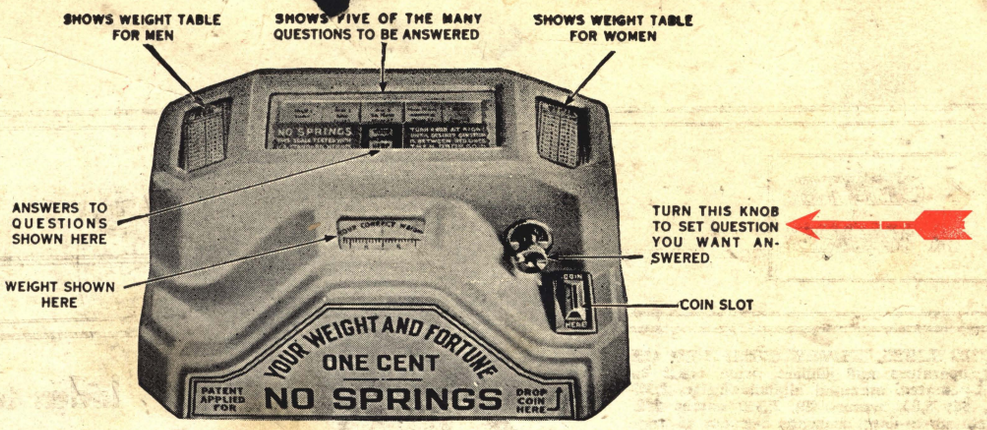

The Above Is a Picture of the Head Used on Our Fortune Telling Tom Thumb Scale

YOUR WEIGHT AND FORTUNE 1 CENT

The first and only Fortune Telling Scale in the world where the public can ask questions, they simply turn a knob on the side of the cabinet to the question they want answered, then drop the coin and get their weight and fortune for 1 cent.

How does this increase the earnings? The average person, especially the women, are not satisfied stepping on the scale and getting their weight and fortune but they will drop additional pennies to get extra fortunes.

This scale is practically two machines in one, you get your weight and fortune for 1 cent. The Fortune Telling attachment alone increases the earnings almost 100 per cent.

It is built without springs. What does that mean? It will weigh from 1 pound to 300 pounds, accurately.

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25	7.50	90.00
30	9.00	108.00
35	10.50	126.00
40	12.00	144.00
50	15.00	180.00
60	18.00	216.00
75	22.50	270.00
100	30.00	360.00

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